

**INDONESIAN METROPOLITAN TEENAGERS'
ATTITUDE AND BEHAVIOR TOWARD
IMPORTED BRAND NAME APPAREL**

By

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Bachelor of Science in Business Administration

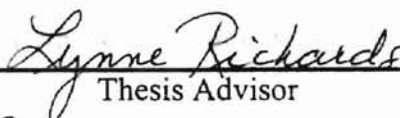
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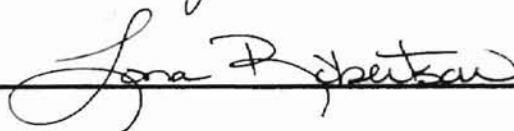
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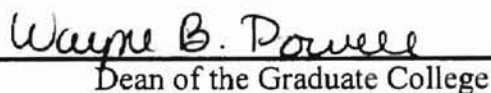
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CHAPTER I

STATEMENT OF THE PROBLEM

As global trade and economic interdependence among countries around the world increases, a deeper understanding of cross-cultural consumer behavior and preferences is needed. Consumer behavior theory suggests that consumer purchasing decisions are influenced by the availability of product information with which to compare and make wise decisions (Engel, Blackwell, & Miniard, 1986). The rapid transfer of information through telecommunication devices has enabled individuals to acquire desired news from around the world. A developing country such as Indonesia, for example, may experience various transformations in its economy, society, and government as the result of this extensive exposure to the world. One obvious indicator of western influence on Indonesian society is the growing number of Indonesian shopping centers that carry a wide variety of products and name brands. Apparel that has been produced, labeled and imported from developed western countries can be found in many of these shopping plazas.

According to McLeod (1996), Indonesia's growth of imported goods and services rapidly increased in 1994 at a rate of 13.3 %. Data for 1995 shows that apparel merchandise imports grew approximately 27 %, compared to the economic growth rate of 8.2 %. Indonesian economic growth was approaching the rates achieved by the best performing economies in Asia. Brand name apparel such as Giorgio Armani,

Versace, Gucci, Charles Jourdan, Escada, and Guess were commonly seen in Indonesia, particularly in metropolitan cities such as Jakarta. The increasing size of the middle class in society, as the result of this economic improvement, led to a growing demand for name brand apparel. The middle and upper classes have adopted new leisurely lifestyles due to shortened work hours, increased disposable income, and the emergence of a leisure industry (Leaf, 1996).

In May 1998, Indonesia experienced major political changes, and the subsequent economic and social instability led the country into deep economic crisis. Increases in the prices of food and living expenses, due to high inflation and the unemployment rate, forced the majority of metropolitan teens to alter their attitudes and behavior when shopping for apparel. According to the Suara Pembaruan newspaper ("Pertumbuhan ekonomi," 1999), Indonesia's economic inflation rate reached 77.63 % in 1998, while the number of poor families increased approximately 40 % and as many as 15.4 million workers became unemployed.

Increasing preferences for name brand products have had an enormous impact on all ages, young and old. Brands are a device which members of society use to symbolize their social status and increase their self-esteem. Domestic manufacturers, both private designer and mass producer, are experiencing intense competition with imported apparel, particularly from brands made in the U.S.A. Based upon researcher observation, the apparel made in the U.S.A. is perceived to have higher prestige value and therefore reflects a higher social and economic status of the wearer. Indonesia's metropolitan cities, especially Jakarta, are experiencing a growing trend toward materialism, where people value others based upon what they wear and what they possess.

The researcher has noted that the growing awareness of clothing's country of origin has led to social problems in Indonesia, especially among teenagers. Generally speaking, it is not true that every middle class family possesses a stable income and sufficient disposable income to afford expensive imported apparel. Therefore, disharmony and conflict sometimes occur in the family as the result of a child's unfulfilled desire to purchase expensive American-made apparel. Some teenagers have become involved in under-age prostitution in order to collect enough money to purchase the apparel which is perceived as most prestigious. A study of Indonesian teenage attitudes and behaviors toward domestic and imported apparel may enable parents to better understand their teens. Such a study also may enable adults to develop effective strategies by which to educate and work with teenagers.

Many studies have been conducted to investigate U.S. teenagers' apparel behavior. However, this topic has not been researched in Indonesia, and cultural differences do not permit direct application of U.S. teen data to Indonesian youth. A review of research about U.S. teenagers may provide the researcher with a broader knowledge about teenagers' behavior in general. The information gained from U.S. teenagers may help the researcher to build a study based on the existing information which reflects the topic to be studied.

According to Moschis and Moore (1981), ethnic differences in teen consumer behavior exist due to cultural and socioeconomic status. It is important to study Indonesian teenager attitudes and behaviors toward domestic apparel and imported apparel. Such a study will assist parents in better understanding teenagers' apparel behaviors and attitudes, and also may educate youngsters concerning how to purchase

apparel wisely in relation to their family's financial condition. A better understanding of Indonesian teen attitudes and behaviors toward domestic and imported apparel also will be helpful in assisting business agents in producing and marketing apparel products effectively and efficiently for teenagers. Both foreign and domestic businesses would benefit from a study that furthers understanding of teen motivations concerning clothing, which would facilitate development of promotional strategies for clothing that target the teen market.

In today's competitive global marketplace, research that delineates consumers' apparel selection criteria, as it relates to brand preference and selection, is needed to identify appropriate market segments for brand name products. According to McLean, Roper, and Smothers (1986), the least important factors for American women when purchasing apparel were the presence of a designer label, brand name, and product durability. Also, there was a tendency for American consumers to rate domestic-made products higher than products labeled as foreign-made.

However, adult women's purchasing criteria may be different from that of teenagers, due to age and social status differences. Teenagers have the tendency to crave material goods and purchase nonfunctional goods for the purpose of enhancing their sense of self worth. Vener and Hoffer (1959) reported that lower socioeconomic class American students felt greater dissatisfaction concerning their clothes than students of higher socioeconomic class did. According to Francis (1990), economic stress among American teens was found to occur for two reasons: an inability to buy what they want and a desire to conform with their peers.

The adolescent stage of life is difficult because youth experience physical and

psychological changes. Appearing different is the adolescent's greatest fear. Teenagers are more likely to surrender personal interests for the sake of conformity with peer interests (Mitchell, 1992). Many adolescents believe that it is necessary to be socially approved, especially by their peer group. Social approval is valuable because it is the process whereby rewards such as friendship are given. A better knowledge and understanding of teenagers' concern with conformity is an important prerequisite in targeting products towards adolescents. Therefore, Indonesian teens' attitudes and behaviors toward name brand apparel, which reflect teenagers' concern with conformity, need to be studied.

Purpose and Conceptual Framework

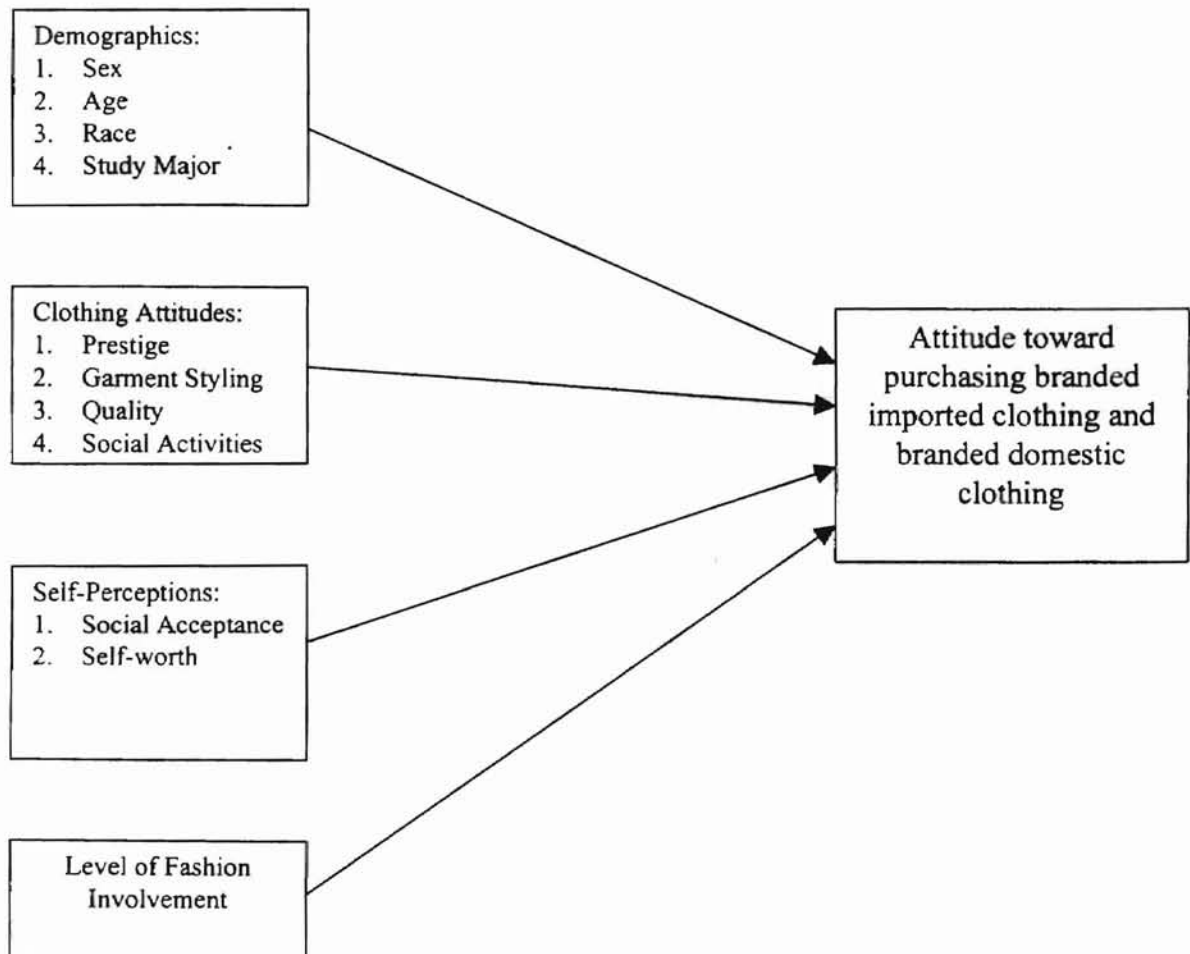
The purpose of this study was to discover the relationship among metropolitan Indonesian teenagers' allowances and the use of clothing selection criteria and fashion information sources, which are believed to have a significant relationship with the urban teens' attitudes and behavior toward name brand apparel. The study was conducted by administering a survey questionnaire to Indonesia teens to determine the relationship of buying power (measured by teens' allowances) to the urban teenagers' purchasing behavior.

The conceptual framework for the proposed study is based on the theory of Shim, Morris and Morgan (1989). The theory proposes that external variables may influence the relative weight of an individual's attitude toward apparel. According to Shim, Morris, and Morgan, there are three types of external variables that explain and predict consumer behavior: demographics, attitudes toward objects, and personality traits (Figure 1).

Figure 1

Shim, Morris, and Morgan Theoretical Model

External Variables



Shim, Morris and Morgan (1989) adapted a theoretical Model of Attitude (Fishbein, 1967) to investigate the relationships among external variables and attitude toward imported and domestic apparel. Their study also was an outgrowth of the Theory of Reasoned Action suggested by Azjen and Fishbein (1980).

The Shim, Morris, and Morgan study reported that among American consumers, attitude toward imported clothing was influenced by the level of fashion involvement, the perception of apparel prestige, the use of clothing for social activities, and social acceptance of apparel respectively. The attitude toward domestic clothing was influenced by level of fashion involvement, social acceptance of clothing, the perception of apparel prestige, and the style of garment. The level of fashion involvement was included in the category of external variables in Azjen and Fishbein's Theory of Reasoned Action because it was found to influence the attitude toward performing a behavior. A limitation in the Shim, Morris, and Morgan study was the lack of specification of the imported apparel's country of origin.

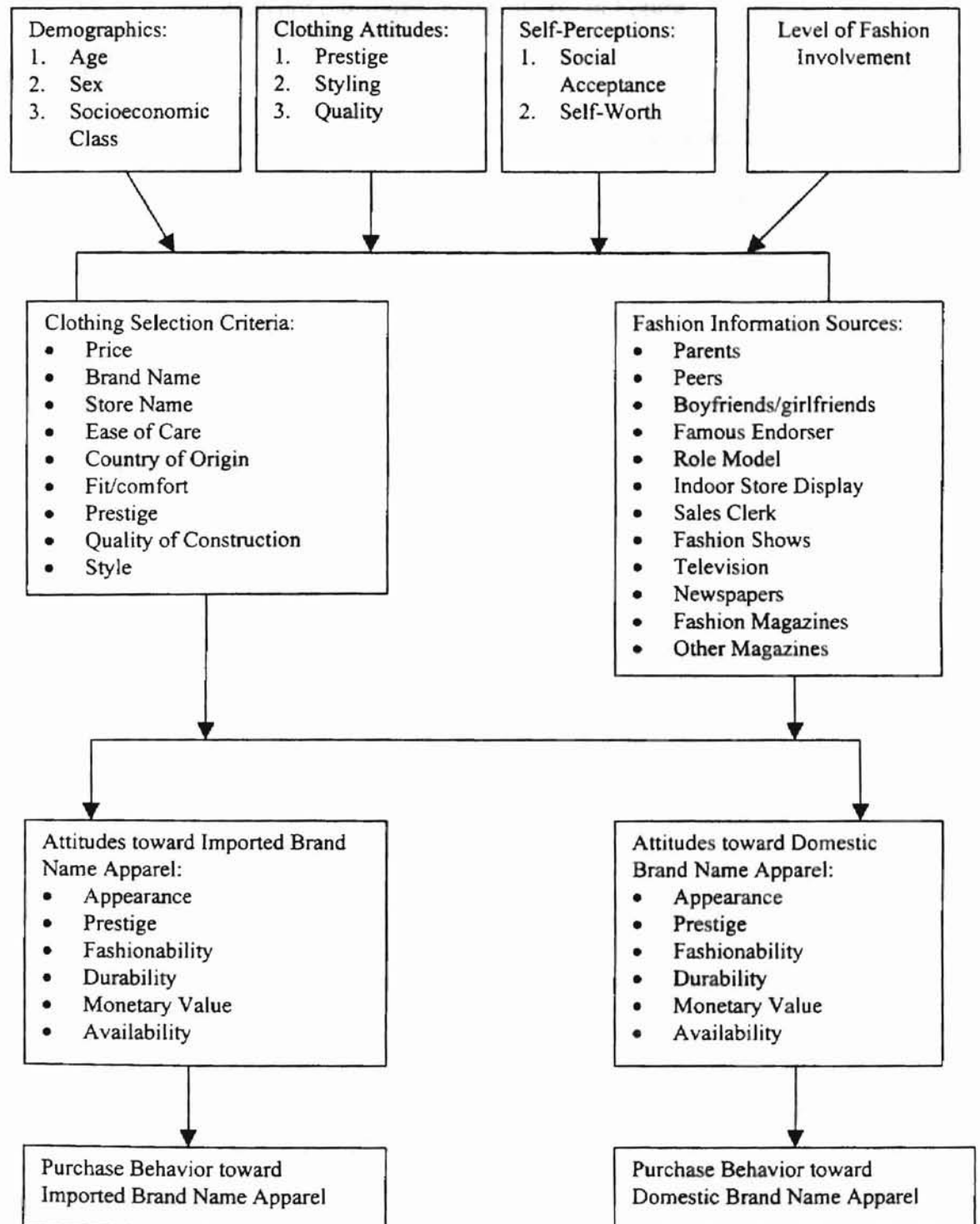
Objectives

This study endeavored to accomplish the following objectives in relation to Indonesian teenagers:

1. to investigate the relationship between the buying power and clothing selection criteria exercised by Indonesian metropolitan teenagers;
2. to investigate the relationship between the buying power and the use of fashion information sources;
3. to investigate the relationship between the use of brand name in selecting clothes and attitudes toward imported brand name apparel appearance, prestige, fashionability, durability, monetary value, and availability;
4. to investigate the relationship between the use of fashion magazines as a source of fashion information and attitudes toward imported brand name apparel appearance, prestige, fashionability, durability, monetary value, and availability;
5. to investigate the differences between teens' attitudes toward imported brand name apparel appearance, prestige, fashionability, durability, monetary value, and availability, and their choice of preferred brand for shirt and jeans;
6. to discover the metropolitan teenagers' willingness to purchase an imported brand (Guess Jeans and shirts, made-in-the USA) versus a domestic brand (Lea Jeans and shirts, made-in-Indonesia).
7. to discover the relationship between the use of brand name as a clothing selection criteria and the use of fashion magazines as a source of information.

Figure 2

Research Model



Hypotheses

The research hypotheses for this study of Indonesian teenagers are listed below.

These possible relationships are illustrated by the matrix in Figure 3.

Hypothesis 1:

There will be a significant positive relationship between the amount of teens' allowances and the scores for brand name, as a criteria for selecting clothes on the clothing selection test.

Hypothesis 2:

There will be a significant positive relationship between the amount of teens' allowances and the scores for fashion magazines, as a source of fashion information on the fashion information test.

Hypothesis 3:

There will be a significant positive relationship between the teens' scores for brand name in selecting clothes and their attitude scores toward imported brand name apparel *appearance*.

Hypothesis 4:

There will be a significant positive relationship between teens' scores for brand name in selecting clothes and their attitude scores toward imported brand name apparel *prestige*.

Hypothesis 5:

There will be a significant positive relationship between teens' scores for brand name in selecting clothes and their attitude scores toward imported brand name apparel *fashionability*.

Hypothesis 6:

There will be a significant positive relationship between teens' scores for brand name in selecting clothes and their attitude scores toward imported brand name apparel *durability*.

Hypothesis 7:

There will be a significant positive relationship between teens' scores for brand name in selecting clothes and their attitude scores toward imported brand name apparel *monetary value*.

Hypothesis 8:

There will be a significant positive relationship between teens' scores for brand name in selecting clothes and their attitude scores toward imported brand name apparel *availability*.

Hypothesis 9:

There will be a significant positive relationship between teens' scores for fashion magazines as a source of fashion information and their attitude scores toward imported brand name apparel *appearance*.

Hypothesis 10:

There will be a significant positive relationship between teens' scores for fashion magazines as a source of fashion information and their attitude scores toward imported brand name apparel *prestige*.

Hypothesis 11:

There will be a significant positive relationship between teens' scores for fashion magazines as a source of fashion information and their attitude scores toward imported brand name apparel *fashionability*.

Hypothesis 12:

There will be a significant positive relationship between teens' scores for fashion magazines as a source of fashion information and their attitude scores toward imported brand name apparel *durability*.

Hypothesis 13:

There will be a significant positive relationship between teens' scores for fashion magazines as a source of fashion information and their attitude scores toward imported brand name apparel *monetary value*.

Hypothesis 14:

There will be a significant positive relationship between teens' scores for fashion magazines as a source of fashion information and their attitude scores toward imported brand name apparel *availability*.

Hypotheses 15a:

There will be significant differences between teens' attitudes toward imported brand name apparel *appearance* and their choice of a preferred brand of shirt.

Hypotheses 15b:

There will be significant differences between teens' attitudes toward imported brand name apparel *appearance* and their choice of a preferred brand of jeans.

Hypotheses 16a:

There will be significant differences between teens' attitudes toward imported brand name apparel *prestige* and their choice of a preferred brand of shirt.

Hypotheses 16b:

There will be significant differences between teens' attitudes toward imported brand name apparel *prestige* and their choice of a preferred brand of jeans.

Hypotheses 17a:

There will be significant differences between teens' attitudes toward imported brand name apparel *fashionability* and their choice of a preferred brand of shirt.

Hypotheses 17b:

There will be significant differences between teens' attitudes toward imported brand name apparel *fashionability* and their choice of a preferred brand of jeans.

Hypotheses 18a:

There will be significant differences between teens' attitudes toward imported brand name apparel *durability* and their choice of a preferred brand of shirt.

Hypotheses 18b:

There will be significant differences between teens' attitudes toward imported brand name apparel *durability* and their choice of a preferred brand of jeans.

Hypotheses 19a:

There will be significant differences between teens' attitudes toward imported brand name apparel *monetary value* and their choice of a preferred brand of shirt.

Hypotheses 19b:

There will be significant differences between teens' attitudes toward imported brand name apparel *monetary value* and their choice of a preferred brand of jeans.

Hypotheses 20a:

There will be significant differences between teens' attitudes toward imported brand name apparel *availability* and their choice of a preferred brand of shirt.

Hypotheses 20b:

There will be significant differences between teens' attitudes toward imported brand name apparel *availability* and their choice of a preferred brand of jeans.

Hypothesis 21:

There will be a significant positive relationship between the scores for brand name, as a criteria for selecting clothes on the clothing selection test and the scores for fashion magazines, as a source of information on the fashion information test.

Figure 3

Matrix of Relationships to be Investigated

	Allowance	Use of BN in clothing selection	Use of fashion magazine as source of info	Attitude toward import apparel: <i>Appearance</i>	Attitude toward import apparel: <i>prestige</i>	Attitude toward import apparel: <i>Fashionability</i>	Attitude toward import apparel: <i>durability</i>	Attitude toward import apparel: <i>monetary value</i>	Attitude toward import apparel: <i>availability</i>	Purchase of brand name apparel before and during the economic crisis
Allowance		X	X							
Use of BN in clothing selection			X	X	X	X	X	X	X	
Use of fashion magazine				X	X	X	X	X	X	
Attitude toward imported apparel: <i>Appearance</i>										X
<i>Prestige</i>										X
<i>Fashion</i>										X
<i>Durability</i>										X
<i>Monetary value</i>										X
<i>Availability</i>										X

Assumptions and Limitations

Assumptions

1. The subjects completely understood the questions presented to them in the form of a questionnaire.
2. The subjects answered questions honestly so that the study was not biased.
3. The subjects' recall and assessment of purchase behavior before the economic crisis was an accurate reflection of actual behavior they exhibited at the time.

Limitations

The findings of this study were limited by the following:

1. The study involved the use of a convenience sample of a specific population group: teenagers in Jakarta, one of the metropolitan cities in Indonesia.
2. The respondents were drawn from one city only, which does not represent the entire Indonesian population, and not even all Indonesian metropolitan markets.
3. Findings are applicable only for Indonesian teens.
4. The research model was not be tested in its entirety. The variables of self-perceptions and level of fashion involvement, which previously have been found to influence clothing selection criteria and use of fashion information sources, were not tested.

Definitions

Adolescence:

"The life period that begins with the onset of puberty or the shift to middle school and ends when an individual is economically self-sufficient and has taken on several adult roles." (Jaffe, 1998, p. 25)

Appearance:

An outward indicator of an object.

Attitude:

"A learned pre-disposition to respond in a consistently favorable and unfavorable manner with respect to a given subject" (Fishbein and Azjen, 1975, p. 6).

Availability:

The accessibility of an object to be obtained or used.

Behavior:

"Behavior is observable acts that are studied in their own right" (Fishbein and Azjen, 1975, p.13).

Brand name:

"A name, term, sign, symbol or design, or a combination of them, which is intended to identify goods or services of one seller or group of sellers and to differentiate them from those of competitors" (Kotler, 1984, p. 482).

Demographics:

Characteristics of various groups of people as assessed by factors such as age, sex, income, religion, marital status, nationality, education, family size, occupation, and ethnicity.

Domestic:

Intermediate and final goods and services produced and sold within a country.

Durability:

The capability of an object to withstand wear or decay.

Evaluative criteria:

"The standards and specifications used by consumers to compare different products and brands." These criteria include clothing attributes such as style, fashion, price, brand name, ease of care, comfort, and construction." (Engel, Blackwell, & Miniard, 1990, p. 479).

Fashionability:

The degree to which an object conforms to currently accepted style.

Imports:

Intermediate and final goods and services purchased from other countries (Dickerson, 1995).

Involvement:

"The level of perceived personal importance or interest evoked by a stimulus within a specific situation" (Mowen, 1987, p. 32).

Monetary value:

The value of a product in comparison to its price.

Prestige:

Symbolic social power and possessed advantage which gives rise to a structured relationship of deference, acceptance, and derogation. (Shils, 1968).

Reference group:

"A group whose values, norms, attitudes, or beliefs are used as a guide for behavior by an individual" (Mowen, 1987, p. 366).

Self-perceptions:

"The concept that an individual may observe his or her own actions to infer attitudes and beliefs" (Mowen, 1987, p. 659).

CHAPTER II

LITERATURE REVIEW

The literature review covers the following topics:

1. general information about Indonesia as a country;
2. research on attitudes and behavior in relation to apparel, including attitudes and behaviors toward name brands and country of origin, clothing evaluation criteria and preferences, and fashion information sources;
3. research concerning general teenager attitudes and behaviors; and
4. research about general teenager attitudes and behaviors in relation to apparel.

Indonesia

Indonesia's strategic maritime location has opened it over the centuries to various directions of migrations and to the spread of ideas, beliefs, goods, and technology from both the north (China) and the west (India, the Arab world, and Europe). Indonesia, which is located at the equator, possesses a tropical climate and generally experiences high rainfall. Indonesia can be considered to be the most ethnically and culturally heterogeneous of the world's largest nations. Indonesian is a country that possesses over three hundred different ethnic groups, each with its own cultural identity. More than 250 distinct languages are spoken there (Hofer, 1996). Within ethnic groups, Indonesians have loyalties to kinship, regional, and local groupings; and frequently their behavior is influenced by group norms that are structured into local customary law.

Indonesia's motto, unity in diversity, is intended to unite its more than 300 distinct ethnolinguistic groups.

Indonesia consists of an archipelago of over 13,000 islands extending over 40 degrees of longitude. There are five main islands: Sumatera, Borneo, Java, Sulawesi, and Irian Jaya. For more than three hundred and fifty years, the country was one of the Dutch colonies (Hofer, 1996).

Indonesia became an independent country in 1945 and adopted a national language, *Bahasa Indonesia*. The development of *Bahasa Indonesia* as a *lingua franca* in the country has greatly assisted national integration. In 1980, approximately 12% of the population spoke Indonesian as their mother tongue while more than 40% spoke it as a second language. Education differs greatly by region, although the differences are narrowing over time due to the policy of the government to expand educational opportunities and to provide equal educational opportunities to all citizens (Hofer, 1996).

There has been a steady shift of population westward within the island of Java, due to rapid growth of metropolitan cities (i.e. Jakarta). Jakarta inhabitants now account for one fifth of the total Indonesia urban population. Widespread improvements in transportation and communications in Jakarta have made the centralization of administrative and commercial activities possible (Hugo, Hull, Hull, and Jones, 1987).

The urban middle class has grown significantly, emerging with a powerful influence upon the Indonesian market economy (Forbes, 1996). Foreign investment has been identified as a crucial aspect of the country's economic reforms. Therefore, Indonesia has tried to attract foreign investors, especially in West Java and Jakarta. Jakarta is an international city that provides the infrastructure needed by global

corporations and agencies. It is the largest city in Southeast Asia according to the 1990 census, and is projected to exceed thirteen million by the year 2000.

Large shopping centers are common sights in Jakarta. Famous retail outlets testify to the prosperity of the middle class in Jakarta and their taste for the most expensive European brand name goods. The air-conditioned malls are well maintained, and cater toward international as well as Indonesian consumers. According to Forbes (1996), the malls convey the feeling that women are the decision-makers concerning Indonesian family consumption. The products displayed in the windows of department stores to attract shoppers' attention are particularly women's products such as cosmetics and accessories.

The economic structural changes in the metropolitan cities such as Jakarta are providing new opportunities for women to enter the workforce and earn consumer resources. The retail business, for example, absorbs significant amounts of female labor (Forbes, 1996). The majority of the products are targeted toward women, including fashionable clothes, accessories, fabrics, and jewelry.

Unfortunately, extensive political change and social disharmony occurred on May 15, 1998. Massive riots burned and destroyed more than 4,900 buildings and killed more than 300 people. The inability of government to ensure safety discouraged foreign investors and domestic business people from increasing their businesses or rebuilding their destroyed ones ("Kerugian Fisik," 1998). Imported apparel, accessories, and cosmetics became more difficult to find due to significant differences in the exchange rate between Indonesia's rupiah and foreign currencies. The extremely high prices of foreign apparel reduced consumer demand for those products. In this condition of economic

crisis, highly brand-oriented people began buying high-priced apparel during the annual sale season (i.e. at the end of the year sales in Indonesia) other than buying at regular price (Ab, 1998). Therefore, the sudden social and economic changes had significant impact on consumer purchasing behavior.

Research on Attitudes and Behavior toward Apparel

Attitudes and Behavior toward Name Brand and Country of Origin

Name brands are used by manufacturers and retailers to differentiate their products and services in the marketplace (Kotler, 1984). Brand names also have been found to influence perceptions of quality for both durable and nondurable goods (Jacoby, Olson, & Haddock, 1971; Nevid, 1981; Traylor, 1981).

Huddleston, Cassill, and Hamilton (1993) conducted a study to determine if apparel selection (quality preference, fiber consciousness, easy care preference and “made in USA” label) were predictors of female consumers’ brand orientation. The research revealed that quality preference was the strongest predictor of brand orientation. Fiber consciousness and ease of care were not found to be significant predictors of brand orientation. However, the “Made in the USA” label was found to be a significant predictor of brand orientation.

Lee and Burns (1993) found no significant relationship between public self-consciousness and quality or brand name. These researchers also found that Korean females demonstrated a greater perception of importance of brand name than did U.S. females for dress purchases.

Martin (1971/72) conducted a study to examine the specific types of information consumers seek in making a clothing purchase. The researcher found that price, physical

characteristics (color, fiber content, and garment care) and brand name were the most frequently sought information. Sternquist and Davis (1987) explored the influence of store prestige and country of origin on the United States consumers' perceptions of apparel quality and price. The study found that the country of origin did not influence perceptions.

Shim, Morris, and Morgan (1989) studied students enrolled in a major western university in the United States to test the role of external variables toward imported and domestic apparel. The investigation found that students have a more favorable attitude toward domestic apparel than imported apparel. Students who preferred imported clothing tended to have a higher score on the prestige clothing attitude scale which suggested that they perceived imported clothing as expensive clothing.

Wall and Heslop (1986) studied Canadian consumers to determine attitudes toward imported and domestic apparel and footwear. The results of the study indicated that consumers rated merchandise from developing countries as lower in quality. European apparel was identified as expensive while apparel from centrally planned and developing countries was considered inferior in quality.

McLean, Roper, and Smothers (1986) examined American women's and students' preferences for imported or domestic blouses, their reasons for making purchases, and their proportionate purchases. The student sample purchased imported blouses more often while women purchased domestic blouses more often. Both groups of consumers purchased for similar reasons regardless of country of origin differences.

There was a tendency for American consumers to perceive an item labeled as a domestic product more positively than one labeled as a foreign product (Shim, Morris &

Morgan, 1989). Dickerson (1982) found that consumers preferred domestic apparel because they perceived imported apparel to be of lower quality. On the other hand, Heisey (1990) found that the country of origin and care procedures generated no effects on either the predicted price or the perception of quality. A study of retail buyers' reasons for acquiring foreign garments found that retail buyers from specialty, department, and discount stores all strongly believed that imports offer better quality for price than domestic products do.

According to Morganosky and Douglas (1989) rural consumers were more likely than urban consumers to have negative attitudes toward imported products and positive attitudes toward U.S. made products. Dickerson (1987) found both men and women in the United States ranked the attributes for selecting apparel, highest to lowest, as country of origin, style, price, care, and quality. Women were more sensitive to the country of origin than men.

In contrast, several studies found that consumers' perceptions and the country of origin often are ignored when making apparel selections. According to Bergeron and Carver (1988), most consumers neither read country-of-origin labels before a purchase, nor consider the country of origin as a significant factor in purchasing. The researchers found no clear preference in American college students' attitudes toward either domestic or imported apparel. Dickerson (1982) and Hester (1986) indicated that the country of origin at the point-of-purchase did not influence American consumers, even though they indicated that they preferred domestic apparel to imported apparel when they were asked their preferences. Forney, Rabolt, and Friend (1993) suggested that making consumers aware of the country of origin does not necessarily mean they will be concerned about it

when purchasing apparel.

For men with high fashion consciousness, perception of quality was influenced by the designer label (Holstius & Paltschik, 1983). The researchers hypothesized that in a fashion context some brands are perceived as high quality/high price, and that price may be a dimension of quality. The result of their study of price and perceived quality, a study concerning designer and non-designer labeled neckties, indicated that individuals who were interested in fashion were willing to pay more for a designer label.

Some researchers have found that brand name contributes to consumers' perceptions of the quality of a garment. Behling and Wilch (1988) found that in evaluating men's slacks, consumers familiar with all the labels perceived a difference in quality among three identical nationally recognized pairs of slacks. Those who were not familiar with the labels perceived no difference. The researchers also found that income was related to rating of quality by brand name, but age and socioeconomic status had no influence on attitudes towards labels. A study by Davis (1985) related to women's skirts found that perception of quality appears to be affected by the presence of a brand label. Davis (1987) found that college students used the designer label as a surrogate indicator of quality and fashion.

Store image and brand name are two examples of extrinsic quality cues which consumers use to judge a product's intrinsic qualities (Baugh & Davis, 1989). Brand names are found to be more influential on consumers' perceptions of quality than price (Rao & Monroe, 1989). Consumers who use brand name as a cue to assess quality, are more willing to pay a higher price for a product. Tranberg and Hansen (1986) found that brand oriented consumers will opt for the branded product and try it out, while a

consumer who is not brand oriented will buy any product regardless of the label.

Overall, results of the preceding studies suggest several trends in clothing purchase and selection. One trend indicates that demographic variables such as gender, age, and geographic location contribute significantly to individuals' attitudes and behaviors toward brand name and country of origin. The data also suggests that price, color, fiber content, brand name, and garment care are the most frequently sought types of information, when making a clothing purchase. Finally, individual perceptions toward imported apparel apparently have a significant impact upon preferences for imported apparel.

Clothing Evaluation Criteria and Preferences

Clothing is perceived as a reflection of one's self image (Vaughn & Gardner, 1979) and is of personal importance to the individual. Cassill and Drake (1987) found that wearing appropriate clothing, which is apparel suitable to the individual and occasion and that fits well, was related to high self-confidence in the wearer. The findings also indicated that when appearance related impressions (i.e. fit, suitability to occasion) are of major importance in social apparel, economic costs are not important.

McLean, Roper, and Smothers (1986) found that the primary cues for women purchasing both imported and domestic blouses were color coordination with existing wardrobe, unusual detail, and an attractive price. The least important factors were designer label, brand name, and durability. A study by Davis (1987) which surveyed college students concerning stimulating shopping tasks found that the information most often sought was about style and price while making judgements of clothing quality and purchase decisions. Cassil and Drake (1987) discovered that females who were price

conscious sought information about the price and the value of the product. Consumers who are brand oriented are more likely to prioritize quality when purchasing apparel products (Huddleston & Cassil, 1990). In addition, the researchers found that the store in which consumers shop for apparel is a significant predictor of brand orientation.

The effects of situational influence and individual preference contribute significantly to the selection of everyday clothing. Kwon (1988) noted that factors of situational influence (weather, social activity, practical limit, and time) and factors of individual preference affected the college women the most for selection of daily clothing, while the factors of mood and perception of somatic self influenced the suburban group (non-working women) the most.

Nonverbal cues such as social distance reflect underlying attitudes. Social interaction is modifiable through selected clothing manipulations (Workman, 1987). If the clothing worn does not reflect current fashion, the wearer may be rejected or labeled as “different” by their peers. According to Johnson, Nagasawa, and Peters (1977), fashionable clothing resulted in perceptions of greater sociability than did unfashionable clothing. As the skill of dressing in acceptable clothing styles is learned, more positive interactions with others, characterized by attraction, acceptance, and approval, are likely to result. Moreover, negative feedback, involving avoidance, rejection, and criticism, is less likely to occur.

The value system in a society directs consumer behavior. Values are learned and reflect one’s culture and environment; thus, they influence consumer behavior including clothing choices. The Lapitsky (1966) study proposed a measure for five clothing values: aesthetic, economic, political, social I (putting others at ease) and social II (approval from

others). Forney, Rabolt, and Friend (1993) suggested that similar values might influence consumers' clothing purchase decisions in some international markets with similar consumer groups. For example, adaptability, durability, and clothing comfort seemed to be most preferred by women, regardless of nationality. The least important clothing values were related to group approval and to concern for others. Forney and Rabolt (1987) found that for Anglo-American and Chinese-American female university students making clothing purchase decisions, approval from others (social II) and putting others at ease (social I) were considered least important.

Eckman, Damhorst, and Kadolph (1990) classified subjects' responses in describing evaluative criteria for garments as aesthetic criteria, usefulness criteria, performance and quality, and extrinsic criteria. The study found that the most important criteria for purchasing apparel was aesthetic criteria (i.e. color/pattern, styling, fabric, uniqueness, and appearance). Other important attributes found in apparel purchase decisions encompassed design or style (Davis, 1987; Workman, 1990a), price (Davis, 1987; Martin, 1971/72), color (Martin, 1971/72), and fit of garment (Workman, 1990b).

According to Gould and Barak (1988) self-consciousness is one personal variable that affects clothing interest, clothing conformity, fashion orientation, and consumption behavior. Research has shown that those high in public self-consciousness have a higher level of clothing interest, clothing conformity (Miller, Davis, & Rowold, 1982), and fashion orientation (Gould & Barak, 1988). Females who possess high public self-consciousness were found to possess positive attitudes toward conformity in clothing (Solomon & Schopler, 1982) and conform more in situations involving judgements of clothing fashionability (Davis, 1984). Thus the criteria that people use in the selection

and purchase of clothing may be directly related to concern with their public presentation of self.

A study conducted by Lee and Burns (1993) found that participants high in public self-consciousness placed importance on fashion, attractiveness, and fabric design attributes of clothing and did not consider ease of care an important purchase criteria. However, the importance of the purchase criteria factor "fashion and attractiveness" was significantly different between U.S. and Korean sample groups. Americans perceived purchase criteria related to fashion and attractiveness as more important than did Koreans. Apparently, brand name and ease of care were the lowest ranked criteria for Americans, whereas fabric was the lowest for Koreans.

According to Snyder (1974), individuals display self-monitoring behavior when they are concerned about what others think of them and when they use social cues as behavioral guidelines. Self-monitoring has been found to be related to individual differences in attention to social information and may be related to individual differences in product attribute importance. Previous research has found a strong relationship between an individual's personality and the relative importance the individual places on product attributes (Alpert, 1972). Individuals with high self-monitoring are influenced by style, beauty, and status, whereas those low in self-monitoring were found to be influenced by store image. Lennon, Fairhurst, and Peatross (1991) found that individuals low in self-monitoring perceived functional product attributes to be more important than did those individuals high in self-monitoring.

A study by Shim and Bickle (1994) indicated that sub-segments of female apparel consumers could be identified by the benefits they seek from clothing. Three benefits

were sought by distinct groups which differed distinctively in terms of psychographics, shopping orientations, patronage behavior, and demographics. Group one, the largest, included 51 % of the sample. This group was labeled Symbolic/Instrumental Users of Clothing and was characterized by an active use of clothing as a means to enhance self-esteem, career advancement, reputation, social status or prestige, femininity, sex appeal, fashion image, role, and appearance. In psychographic perspectives, this group was innovative, independent, socially-oriented and optimistic about their education, career, and finances. Women in this category preferred to shop at upscale stores, and were fashion-conscious shoppers and used credit. This group was younger and belonged to a high social class in terms of education, occupation, income, and residence. The second group was labeled Practical/ Conservative Users of Clothing. Members of this group were more practical and individualistic, giving priority to the comfort and function of clothing. They were not likely to enjoy shopping. Most were representatives of the middle class. Group three was labeled Apathetic Users of Clothing. They were less likely to be independent or creative and innovative, and less likely to enjoy shopping. Most of this group was representative of a lower socio-economic class.

Sproles (1977) investigated consumers' perceptions of the importance of various types of consumer information when making purchase decisions. From the total sample of 989 women, 92.3 % indicated that information on "how to care for my clothing" was always important, 80.5 % indicated that the price of specific items was always important, and 65.2 % indicated fiber content of the fabric was often or always important.

According to the findings of Morganosky and Postlewait (1989), both men and women are quite similar in their aesthetic, form, and expression judgments. Results

indicated that form rather than expression was a more central component of the aesthetic judgement for apparel. Thus, the implication is that lines, designs, colors, and shapes are most closely related to aesthetic judgment.

The results of these preceding studies suggest that demographic variables, situational and environment effects (i.e. weather and time), culture, and self monitoring have significant influence on an individual's clothing selection criteria and preferences. The most important purchase criteria for consumers' clothing purchase decisions include aesthetic criteria (i.e. color, styling, fabric, and appearance), price, and fit of garment.

Fashion Information Sources

Chowdhary (1989) conducted a study to examine the frequency with which younger (college students) and older consumers (65 and above) of both sexes use the media. The finding revealed that respondents of both age groups and sex categories used *consumer-dominated sources of fashion information more often than market-dominated sources*. Social gatherings and female friends were reported as the most frequently used sources by the younger individuals.

Chowdhary and Dickey (1988) also found that fashion opinion leaders used media (fashion magazines) to acquire fashion information more often than the fashion non-leaders. Neither leaders nor nonleaders used what their friends wore to justify their fashion choices. Both fashion leaders and non-leaders used family members and parent opinions the most during the justification stage. Previous research has emphasized the use of media by individuals in terms of leadership categories (Baumgarten, 1975; Polegato & Wall, 1980; Summers, 1970) and reported that leaders tended to use the media more often than did non-leaders.

Kim and Schrank (1982) conducted a study in 1977 concerning fashion leadership among college women in Korea as it related to attitude toward change in fashion. The findings revealed that both fashion innovators and leaders had a more positive attitude toward change than the noninnovators and nonleaders.

Polegato and Wall (1980) investigated the use of information sources by a group of Canadian college women. Their findings revealed that, in general, the fashion opinion leaders consulted a greater number of fashion information sources and used them more frequently than did the followers.

Chowdhary (1989) found that younger consumers used media more frequently than older consumers and that females used media more often than their male counterparts. Dubow (1995) found that teenagers have the ability to remember advertising better than young adults.

Kaiser and Chandler (1984) found that age was positively related to fashion withdrawal and that a negative relationship existed between frequency of media usage and fashion withdrawal. Age was found to be positively related to the number of information sources preferred (Moschis & Moore, 1979). The researchers also suggested that newspaper advertising might significantly affect formation of brand preferences. According to John and Whitney (1986), adolescents should be able to understand and evaluate advertising claims better than children can, because adolescents have more experience and higher cognitive abilities. Cognitive abilities can affect knowledge acquisition by influencing the way adolescents interpret and organize experiences and information.

Rubin (1977) conducted a study to investigate differences among children, young

teenagers, and adolescents in television viewing preferences, their attitudes toward the medium, and their motivation for using it. There was a significant negative correlation found between age of the respondent and television viewing behaviors. Younger children reported viewing levels almost twice as high as the adolescents. Changing social needs, increased social demands, and increased activities of the older group played an important role in their reduced affinity with television.

Tootelian and Gaedeke (1992) found that friends represent the primary source of information for clothing and accessories, although magazines, television, and newspapers, respectively, also were used as sources of information. According to Mascarenhas and Higby (1993), informative media messages impact teens more than normative media messages. Teens receive significantly more informative and normative influences from parents during shopping for highly priced items than ordinary shopping. A media-informative message has a more significant influence in ordinary shopping situations.

In summary, the results of prior studies suggest that age and fashion leadership factors have a significant influence in determining the type and frequency of media use as a source of fashion information. Among sources of information such as magazines, television, and newspapers, friends were found to be the primary source of information for clothing and accessories.

Teenager General Behavior

According to Moschis and Churchill (1978), parents, teachers, peers, and media are important socialization agents for adolescents. Parents play a crucial role in teaching consumption behavior to their young children. However, as adolescents grow older,

parental influence decreases (Koester & May, 1985) and peer group influence significantly increases (Bearden & Randall, 1990). Coleman (1974), O'Brian and Bierman (1988) also found that parental and family influences may be greater when children are younger. As children grow older, older siblings and teenagers may become the primary objects of respect, and therefore are more influential. Hamilton and Warden (1966) found that the clothing behavior of girls was influenced more by their peers, while boys' clothing behavior was influenced more by their parents.

Most teenagers shop primarily with friends. They may go to four or more stores for clothes and accessories. Females tend to shop in more stores for clothing and accessories than do males (Tootelian & Gaedeke, 1992). Researchers discovered that being with friends is what teenagers like best about shopping; not finding desired products is what they dislike. Peers may be more influential on issues of popular teen culture and adolescent activities than parents (Harton & Latane, 1997).

Teens may seek out influence to confirm their self-identity. For example, they may choose to be influenced by the perceived popular teenager in order to gain popularity themselves (Eiser, Morgan, Gammage, Brooks, & Kirby, 1991). Popular children are, by definition, more respected and admired by their peers and are more influential than less popular children (Latane, 1981). Girls tend to be more popular among their same-sex classmates than boys. Girls received higher ratings on liking, respect, and talking from other girls than boys did from boys in Harton and Latane's study (1997).

A study by Humphrey, Klassen, and Creekmore (1971) concluded that boys and girls with higher levels of self-esteem were concerned with creating a charming appearance and were not afraid to attract attention to themselves through the use of

clothing. Clothing can contribute to adolescent acceptance or rejection (Kelly & Eicher, 1970). It is believed to play a significant role in the socialization process, which in turn leads to the development of the self-concept (Takahashi & Newton, 1967). According to MacGillivray and Wilson (1997), females were far more concerned about approval from others than were males, yet at the same time, males indicated more non-conformity in clothing use.

Teenager Attitude and Behavior in Apparel Selection

A study conducted by Shim and Koh (1997) examined adolescent consumer decision-making styles from the perspective of consumer socialization. The study suggested three groups of consumers: Value-Maximizing Recreational Shoppers, Brand-Maximizing Non-Utilitarian Shoppers, and Apathetic Shoppers. Adolescent Value-Maximizing Recreational Shoppers usually seek high quality by conducting careful, systematic comparison shopping behavior. They gain excitement and pleasure while looking for novelty and fashion value in products. This group of adolescents is concerned about the value of the money they use to pay for a product. The adolescent Brand-Maximizing Non-Utilitarian Shoppers were more likely to buy expensive, national well-known brands and not to be concerned with the price. Consumers in this group believe that a higher price means superior quality. They tend to make more impulsive and careless purchases than other groups. The final group was labeled Apathetic Shoppers because they possessed no unique dominant decision making styles. They were not concerned with quality, brand, or fashion, nor did they exhibit impulsive or habitual/brand loyal characteristics.

Gender is a social structure variable that affects the consumer socialization

process. Girls are more aware of and interested in clothing than boys (Peters, 1989). They also are more brand-conscious but less price-conscious (Moschis & Moore, 1979). Most adolescents of both sexes generally have enough money for clothing (MacGillivray & Wilson, 1997). A study by Bachman (1983) noted that adolescent girls spent 44 % of their earned income on personal items (including clothing), as compared to 36 % spent similarly by adolescent boys.

Adolescents in higher social classes spend less time watching television; thus, they are less likely to be influenced by it (Greenberg & Dominick, 1969). However, the higher the social class of adolescents, the more frequently they communicate with their parents about consumption and the more frequently they read both advertising and news items in newspapers for consumer information (Moschis, 1987). The reverse, however, was found by Tootelian and Gaedeke (1992), who reported that students from the lower income area school most frequently identified parents as the primary source of information for clothes and accessories.

Lifestyle was suggested as an important determinant of evaluative criteria, the attribute of specifications used in the selection of a product, and was a predictor of consumer behavior (Engel & Blackwell, 1982). Annual apparel expenditure was found to be a significant predictor of brand orientation. As the amount of money spent on apparel increased, consumers (at all ages) were more likely to be brand oriented (Huddleston & Cassill, 1990).

Clothing and social acceptance/participation are closely related. Kaiser (1983/84) demonstrated the importance of clothing and appearance by linking stages of social acceptance with participation in a variety of situations. For example, an individual from

the socioeconomic lower class could be accepted by the upper class if he or she frequently attends their social events in the proper attire. Cannon, Staples and Carlson (1952) found that for girls, personal appearance was significantly related to social acceptance. Ryan (1966) reported that clothing had an effect on the mood and actions of adolescent girls in social situations. Eicher and Kelly (1974) reported that lower social class dress was considered inappropriate and unfashionable by girls studied in an upper-middle class school.

Daters (1990) conducted a study to determine the differences in the importance of clothing comfort in three situations (social, school, and leisure) among adolescents in a metropolitan city, and to determine the relationship between clothing comfort and the level of self-esteem in social, school, and leisure situations. The physical aspects of clothing, which include fit, weight, and ease of care, were rated as more important in social and school circumstances than in a leisure situation. The social aspects of clothing (e.g., self-confidence in appearance and current style) in a social and school context were found as equally important. However, all other aspects were rated as less important in a leisure context. Of all the components of the psychological dimension, the importance of clothing comfort was higher in social and school situations than in the leisure situation.

In a study of clothing and appearance among early, middle and late adolescents, significant differences were found among the stages of adolescence on clothing use, satisfaction with clothing, and satisfaction with appearance of the body (MacGillivray & Wilson, 1997). Older adolescents were found to be less satisfied with their clothing and their bodies than were younger adolescents. Female adolescents were less likely to use clothing to conform than were male adolescents. Males showed greater satisfaction with

the appearance of their bodies. Urban adolescents indicated that they were more likely to use clothing for both social approval and social distinction (non-conformity) among their friends and to satisfy themselves. Rural students were found to be more conforming in the use of clothing than were urban students. Adolescents and young adults possessed the highest degree of clothing orientation; thus, they were more sensitive to clothing in general than any other age group (Kwon, 1988).

Consumers' socioeconomic status was found by King and King (1980) to be related to their fashion apparel awareness as well as consumption experience. Morganosky (1987) identified three types of fashion oriented consumers (regardless of their ages). The first type is characterized by the tendency to value quantity over quality, buy from "want" rather than "need," value disposability over recycling, and choose not to return garments to a store or complain when dissatisfied. The second group who valued functionality, was more likely to value cost over convenience, need over want, and disposability over recycling. Members of the third group valued aesthetics, want over need, and disposability over recycling.

Summary

A new generation is growing up with technological and scientific advances, as well as the recognition of the world as their community. Urban teenagers in Indonesia need to be studied concerning their attitude and behavior toward brand name apparel purchasing. Little research has been conducted concerning the apparel behavior of teenagers in developing countries.

Teenagers are readily influenced by peers, possess an affinity for fads, and exhibit conformity in their tastes and preferences (Baker & Samli, 1996). However, there are

noticeable differences due to local culture and pressures created by social norms.

Therefore, demographic factors should be included among the variables examined in any study of adolescents.

The current investigation attempted to discover Indonesian metropolitan teens' preferences, fashion information sources, evaluative criteria, and attitudes toward brand and the country of origin, in relation to teens' buying power. The findings of this study clearly hold important implications for various groups of people who are concerned about teenagers and their apparel related behavior.

1. the findings of the study provide useful and empirical information for marketers and retailers, enabling them to produce and select apparel and marketing strategies most attractive to the targeted teenagers.
2. the results of the study may enable parents to better understand their teens' apparel behavior. The researcher intends to publish the findings in a woman's magazine in Indonesia, to reduce conflict between parent and teens.
3. the empirical findings expand the body of knowledge about the similarities and differences of teenagers from different countries concerning their clothing purchase behaviors.

CHAPTER III

METHODOLOGY

The purpose of this study was to examine the relationships among Indonesian metropolitan teenagers' buying power, the use of clothing selection criteria and fashion information sources, and teens' attitudes and behavior toward brand name apparel. The procedures used will be discussed in the following sections: Instrumentation, Research Sample, Procedures, and Analysis of Data.

Instrumentation

A self-administered questionnaire was used for data collection (Appendix A). The questionnaire was developed by the researcher, based upon a review of the literature. Selected demographic variables were included in the questionnaire. The questionnaire was designed to measure the relationships among teens' buying power, the use of brand name as a clothing selection criteria, and the use of fashion magazines as a source of fashion information. The questionnaire also assessed teens' attitudes concerning the quality of imported brand name apparel and their purchase behavior toward imported brand name apparel.

Teen's Buying Power

Teens' buying power was measured by the amount of allowance received per day. For data analysis, respondents were grouped according to three levels of allowance: high, middle, and low. Responses were coded in a range from 3 (high) to 1 (low), with the

economic value for each category formed by information that was collected from 10 freshmen Indonesian students at OSU. These OSU Indonesian students were asked to report the range of allowances received by friends in three different socioeconomic levels. Responses were averaged to create upper and lower limits for the high, middle, and low allowance categories.

Clothing Selection Criteria

The metropolitan teenagers' clothing selection criteria were measured using a five-point scale, where 1 represented "not influential" and 5 represented "very influential." This scale, which was developed for the purpose of this study, was not reverse scored, so that a lower score represented a factor less likely to be considered as a clothing selection criteria. For this administration, the influence of 11 product attributes was measured: price, color, fiber content, brand name, store name, ease of care, country of origin, fit/comfort, prestige, quality of construction, and style.

Fashion Information Sources

The degree to which teens consulted 12 fashion information sources was measured: parents, peers, boyfriend/girlfriend, famous endorsers, role models, indoor store displays, sales clerks, fashion shows, television, newspapers, fashion magazines, and other magazines. A Likert instrument enabled rating the use of these twelve items on a five-point scale ranging from 1 (never use) to 5 (frequently use).

Attitudes toward Imported Brand Name Apparel

Attitudes toward imported brand name apparel were measured for 6 product attributes: appearance, prestige, fashionability, durability, monetary value, and availability. This instrument resulted in attitudinal ratings on a five-point scale, ranging

from 1 (poor) to 5 (excellent).

Purchase Intentions

Consumers' willingness to purchase imported brand name apparel before and during the prevailing economic crisis were measured. The subjects were given a questionnaire which described two different types of outfits: an imported Guess jeans and golf (polo) shirt (made in the USA), and domestic Lea jeans and golf (polo) shirt (made in Indonesia). The Guess brand was selected for the instrument because it has origins in the United States and is sold in Indonesia as imported brand name apparel. Lea brand apparel was chosen because it is made in Indonesia and sold in Indonesia only. Each outfit was described as possessing the same quality, color, and design. The participants were asked to choose which jeans and golf (polo) shirt they would most likely purchase during the current period of economic crisis, as well as during previous more prosperous times. They also were asked to write explanations for their decisions.

Demographics

Four demographic characteristics were measured to aid in describing the sample: sex, age, race, and amount of allowance per day. These items were assessed with demographic questions.

Research Sample

Participants in the study were students studying either at a private or a public high school located in Jakarta, the capital city of Indonesia. Two types of high schools (private and public) were chosen to provide a heterogeneous sample and diminish bias. Two high schools (one private and one public) were randomly selected from the list of high schools located in Jakarta, Indonesia, attained from the Internet. The researcher was

blindfolded while using a pen to point to each high school from the list. Soon afterward, a letter was sent to each of the high school principals (from one public high school and one private high school). This letter described the research objectives, the researcher's intention to obtain permission, and the approximate date and time to conduct the research. High school students were chosen because they represented a distinctive market segment in Indonesia. Student participants were enrolled in the second year of high school. The researcher chose second year high school teens because they were perceived as more mature than first year teens (who have just entered high school) but younger than third year teens who are finishing high school and entering college.

The researcher obtained permission to conduct the survey from the principal of each high school by letter (Appendix B). The letters authorized permission to conduct a survey in the high school on a specific date and at a specific time. However, the letters did not identify the total number of second year high school classes nor the number of students in each class.

Procedure

A pilot test was conducted in order to identify potential problems with the data collection procedures and the instruments. After the pilot test, the instrument was refined and data were collected from the selected research sample. Permission to conduct research using human subjects was received from the Internal Review Board (IRB) of Oklahoma State University (Appendix C).

Pilot Test

The original questionnaire in English was translated by the researcher into the Indonesian language. Two graduate Indonesian students, who were studying at

Oklahoma State University, reviewed the translation. A back translation was produced to ensure the accuracy of the initial translation from English into Indonesian.

Prior to administering the questionnaire in Indonesia, the translated questionnaire in the Indonesian language was pilot-tested with 10 new Indonesian students recently enrolled at Oklahoma State University. These 10 participants were randomly selected from a list of new Indonesian students. Following completion of the pilot test, each subject was questioned concerning any difficulties encountered in understanding or completing the instrument. In addition, results of the pilot study were analyzed using frequencies and ANOVA (Analysis of Variance), in order to further pretest the procedure. Minor changes were made in wording as a result of the pilot test.

Administration to the Research Sample

Data were collected at the beginning of the new semester in Indonesia (July, 1998) from students enrolled in the selected private and public high schools. The questionnaire in the Indonesian language was given to students during a regularly scheduled class session. Three classes of second year high school students (chosen by each principal) from each of the private and public high school participated in the study. Students were told that the survey was designed to learn more about metropolitan teenagers' attitudes and behavior toward branded imported and domestic apparel. The voluntary nature of the study was explained and participants' confidentiality was ensured. In addition, students were urged to read each question carefully and answer all of the questions. They were informed of the approximate length of time (10 minutes) needed to complete the questionnaire. Participants also were given the researcher's address in case they had questions later concerning the study. They were encouraged to ask any

questions regarding the questionnaire regarding issues that were not completely understood. The researcher brought an assistant with her to the survey locations. The assistant helped the researcher distribute and collect the questionnaires in each class at both high schools.

Due to the Indonesian economic crisis condition during the data collection period (Summer 1998), the researcher hypothesized that purchase behaviors would be influenced. Therefore, the respondents orally were asked to read carefully and respond twice to the last two questions concerning purchase intentions, to indicate purchase behavior prior to the crisis as well as current behavior during the crisis. The researcher requested the respondents to think about what they would or did purchase prior to the economic crisis in order to attain information about previous pre-crisis purchase behavior.

Analysis of the Data

The Statistical Analysis System (SAS) was used for analysis of the data. Means, standard deviations, and frequencies were calculated to measure attitudes toward imported brand name apparel, clothing selection criteria practices, fashion information sources, purchase intentions, and selected demographic characteristics. Hypotheses were tested using Pearson correlation coefficients, t-tests, Chi-Square, and cross tabulation from the frequency tests.

Pearson correlation coefficients were used to determine the relationships among the variables of teens' allowances, the use of clothing selection criteria, and fashion information sources. Pearson correlation tests also were used to assess relationships among teens' ages and their use of clothing selection criteria, fashion information sources, and attitudes toward imported brand name apparel. T-tests were used to

determine high school differences (private vs public) in relation to preferred brands for jeans and shirt, and gender differences in relation to clothing selection criteria, fashion information sources, and attitudes toward imported brand name apparel attributes.

Teen's Buying Power

Teen's buying power was coded using a range of 3 (high) to 1 (low). The buying power was measured by the amount of allowance per day. If the amount of allowance per day was more than Rp 7,000, the response was categorized as having "high buying power." An allowance between Rp 2,001 and Rp 6,999 per day was categorized as "middle," and an allowance less than Rp 2,000 per day was categorized as "low."

Clothing Selection Criteria

The possible range of scores for each clothing selection criteria attribute ranged from 1 (not influential) to 5 (very influential). Responses scoring 1 were categorized as "not influential;" 2, "slightly influential;" 3, "somewhat influential;" 4, "influential;" and 5, "very influential." Frequencies were averaged for each of the eleven attributes.

Fashion Information Sources

Means, frequencies, and standard deviations were computed for fashion information sources. Scores ranged from 1 (never use) to 5 (frequently use). Responses scoring 1 were categorized as "never use;" 2, "less use," 3, "sometimes use;" 4, "more often use;" and 5, "frequently use." Frequencies were calculated for each attribute to determine the distribution of fashion information sources used by young consumers. The averaged distribution derived from the data was used to classify responses into three categories: "less often use" (which included responses of "never use" and "infrequently use"), "sometimes," and "more often use" (which included responses of "more often use"

and “frequently use”). Participants also were asked to list the names of magazines that they usually read. The magazines identified by teens as frequently read were compiled into a list of publications with potential influence upon teens’ purchasing behavior.

Attitudes toward Imported Brand Name Apparel

Attitudes toward imported branded apparel were calculated by mean, frequencies, and standard deviation. Responses scoring 1 were categorized as “poor;” 2, “not quite good;” 3, “good;” 4, “quite good;” and 5, “excellent.”

Purchase Intentions before the Economic Crisis

Means, frequencies, standard deviations, and chi-square statistical analysis were computed for remembered purchase intentions (prior to the poor economic climate) for products from two different countries, the U.S.A. and Indonesia. Two outfits (consisting of jeans and polo shirts) were described to the participants in the questionnaire, in regards to the apparel brand name, country of origin, quality, color, and style. Participants were asked to choose which outfit they would prefer to purchase. Responses were coded either 1 or 2. A score of 1 indicated the respondent’s decision to purchase the Guess brand, and 2 indicated the respondent’s decision to purchase the Lea brand. Subjects also supplied reasons for their product choices in response to an open-ended question. A list of reasons for product choices was assembled from the respondents’ qualitative answers.

Purchase Intentions during the Economic Crisis

Means, frequencies, standard deviations, and chi-square also were computed for current purchase intentions during the economic crisis. Responses were coded either 1 or 2. A score of 1 indicated the respondent’s decision to purchase the Guess brand, and a score of 2 indicated the respondent’s decision to purchase the Lea brand apparel.

Subjects also were asked to supply reasons for their product choices in an open-ended question. A list of reasons for product choices was assembled from the respondents' qualitative answers.

CHAPTER IV

FINDINGS AND ANALYSIS

The purpose of this study was to examine the relationship among Indonesian teenagers' buying power, the use of clothing selection criteria, fashion information sources, and teens' attitudes and behavior toward brand name apparel. There were seven objectives of the study:

- 1) to investigate the relationship between the buying power and clothing selection criteria used by Indonesian metropolitan teenagers;
- 2) to determine the relationship between teen buying power and the use of fashion information sources;
- 3) to examine the relationship between the use of brand name in selecting clothes and attitudes toward imported brand name apparel appearance, prestige, fashionability, durability, monetary value, and availability;
- 4) to investigate the relationship between the use of fashion magazines as a source of fashion information and attitudes toward imported brand name apparel appearance, prestige, fashionability, durability, monetary value, and availability;
- 5) to investigate the differences between teens' attitudes toward imported brand name apparel appearance, prestige, fashionability, durability, monetary value, and availability in relation to their preferred brand choice;
- 6) to discover the metropolitan teens' willingness to purchase imported brands (Guess

- jeans and shirt, imported from USA) versus domestic brands (Lea jeans and shirt, made-in-Indonesia); and
- 7) to discover the relationship between the use of brand name as a clothing selection criteria and the use of fashion magazines as a source of information.
- This chapter starts with a discussion of the sample characteristics, followed by a report of the results in relation to the testing of each hypothesis.

Sample Characteristics

The data collected for this study were obtained from a self-administered questionnaire distributed to 235 Indonesian high school students. One hundred and nine participants in the study were students studying at a private high school and 126 were students studying at a public high school. Both schools were located in Jakarta, the capital city of Indonesia. Data were collected at the beginning of the new semester in Indonesia (July 25, 1998) with the questionnaire translated into the Indonesian language. More than half of the participants (54.9%) were female, and 45.1% were male. A summary of the participant demographics is shown in Table 1.

One hundred and seventy-two respondents (73.2%) were at the age of 16. About 13.2 % of participants were at the ages of 15, 13.2% were age of 17, and only 0.4% were age 18. A slight majority of the sample were Melayu or indigenous Indonesian (48.3%), while 45.3% were of Chinese descent.

Based on the amount of allowance reported in the survey, more than 70% of the respondents were in the category of moderate buying power, receiving daily allowances in the range of Rp 2,001- Rp 6,999. The allowances of almost 20% of the respondents suggested lower buying power (daily allowances in the range of Rp 0- Rp2000),

Table 1

Demographic Information

Variable	Frequency	Percent
School (N=235)		
Private School	109	46.4
Public School	126	53.6
Sex (N=235)		
Male	106	45.1
Female	129	54.9
Age (N=235)		
15	31	13.2
16	172	73.2
17	31	13.2
18	1	0.4
Race (N=232 ^a)		
Melayu	112	48.3
Chinese	105	45.3
Melayu/Chinese	12	5.2
Others	3	1.3
Amount of Allowance (N=230 ^b)		
Rp 0000-Rp 2000	44	19.1
Rp 2001-Rp 6,999	167	72.6
Rp 7,000-above	19	8.3
Frequency of Receiving Allowance (N=234 ^c)		
Daily	86	36.8
Weekly	69	29.5
Monthly	79	33.8

^a: three missing data (non-responses)^b: Five missing data (non-responses)^c: One missing data (non-responses)

and only 8.3% were in the category of the high buying power (Rp 6,999 and above).

Allowances were received daily (36.8%), weekly (29.5%), or monthly (33.8%).

Report and Interpretation of the Findings

The data collected will be reported in the following sections: Clothing Selection Criteria, Fashion Information Sources, Most Frequently Read Magazines, Attitudes toward Imported Brand Name Apparel, and Purchase Intentions. A discussion of this material will be presented in Chapter 5.

Clothing Selection Criteria

The clothing selection criteria were examined to determine the level of influence of each criteria when teens make an apparel purchase decision. The criteria studied included: price, color, fiber content, brand name, store name, ease of care, country of origin, fit/comfort, prestige, quality of construction, and style. A summary of frequency and percentages for the clothing selection criteria is shown in Table 2. Appendix D presents the means and standard deviations for clothing selection criteria. T-tests were used to determine differences between teens' gender and their use of clothing selection criteria (Table 3). Pearson correlation coefficients were used to determine relationships between teen's ages and their use of clothing selection criteria (Table 4).

Price

A majority of respondents (69.4%) rated price as an influential or very influential factor when selecting clothing. About 23% of the respondents indicated that price is somewhat influential. Only 7.2% of the teen participants reported price as not influential or a slightly influential factor when choosing apparel. A Pearson correlation coefficient indicated that age was inversely correlated to price as a criterion when selecting

Table 2

Frequency and Percentage of each Clothing Selection Criteria

Clothing Selection Criteria	Frequency ^a N=235	Percentage ^a
Price		
1-Not influential	4	1.70
2-Slightly influential	13	5.50
3-Somewhat influential	55	23.40
4- <i>Influential</i>	<i>104</i>	<i>44.30</i>
5-Very influential	59	25.10
TOTAL	235	100.00
Color		
1-Not influential	3	1.30
2-Slightly influential	9	3.80
3-Somewhat influential	37	15.70
4- <i>Influential</i>	<i>114</i>	<i>48.50</i>
5-Very influential	72	30.60
TOTAL	235	100.00
Fiber Content		
1-Not influential	5	2.10
2-Slightly influential	23	9.80
3-Somewhat influential	49	20.90
4- <i>Influential</i>	<i>102</i>	<i>43.40</i>
5-Very influential	56	23.80
TOTAL	235	100.00
Brand Name		
1-Not influential	36	15.30
2-Slightly influential	43	18.30
3- <i>Somewhat influential</i>	<i>84</i>	<i>35.70</i>
4-Influential	55	23.40
5-Very influential	17	7.20
TOTAL	235	100.00
Store Name		
1- <i>Not influential</i>	<i>114</i>	<i>48.70</i>
2-Slightly influential	61	26.10
3-Somewhat influential	40	17.10
4-Influential	12	5.10
5-Very influential	7	3.00
TOTAL	234	100.00
Ease of Care		
1-Not influential	37	15.80
2-Slightly influential	48	20.50
3- <i>Somewhat influential</i>	<i>63</i>	<i>26.90</i>
4-Influential	62	26.50
5-Very influential	24	10.30
TOTAL	234	100.00
Country of Origin		
1- <i>Not influential</i>	<i>87</i>	<i>37.20</i>
2-Slightly influential	51	21.80
3-Somewhat influential	62	26.50
4-Influential	26	11.10
5-Very influential	8	3.40
TOTAL	234	100.00
Fit/Comfort		
1-Not influential	2	0.90
2-Slightly influential	2	0.90
3-Somewhat influential	6	2.60
4-Influential	46	19.60
5- <i>Very influential</i>	<i>179</i>	<i>76.20</i>
TOTAL	235	100.00

a: Italics highlight the most frequently cited response

Table 2 (Continue)

Frequency and Percentage of each Clothing Selection Criteria

Clothing Selection Criteria	Frequency ^a N=235	Percentage ^a
Prestige		
1-Not influential	58	24.70
2-Slightly influential	65	27.70
3-Somewhat influential	64	27.20
4-Influential	40	17.00
5-Very influential	8	3.40
TOTAL	235	100.00
Quality of Construction		
1-Not influential	6	2.60
2-Slightly influential	17	7.20
3-Somewhat influential	36	15.30
4-Influential	92	39.10
5-Very influential	84	35.70
TOTAL	235	100.00
Style		
1-Not influential	4	1.70
2-Slightly influential	11	4.70
3-Somewhat influential	39	16.60
4-Influential	100	42.06
5-Very influential	81	34.50
TOTAL	235	100.00

a: Italics highlight the most frequently cited response

Table 3

T-test Results for Determining Differences between Gender and Clothing SelectionCriteria

Variables	t	df	p
Price	-1.673	233	0.096
Color	-0.858	233	0.392
Fiber Content	0.841	233	0.401
Brand Name	2.514	233	0.013*
Store Name	-0.107	232	0.915
Ease of Care	-1.235	232	0.218
Country of Origin	3.128	232	0.002*
Fit	-1.324	233	0.187
Prestige	2.254	233	0.025*
Quality of Construction	-1.317	233	0.189
Style	-1.366	233	0.173

* Significant at $p \leq 0.05$

Table 4

Pearson Correlation Results to Determine Relationships between Age and ClothingSelection Criteria

Variables	r	p
Price	-0.155	0.017*
Color	0.103	0.116
Fiber Content	0.012	0.857
Brand Name	0.009	0.896
Store Name	-0.051	0.434
Ease of Care	-0.092	0.161
Country of Origin	-0.017	0.797
Fit	-0.104	0.111
Prestige	0.078	0.232
Quality of Construction	-0.063	0.336
Style	0.069	0.292

* Significant at $p \leq 0.05$

apparel ($r=-0.155$, $p\leq 0.05$). Two independent t-test results revealed no differences between genders in the frequency with which price was used as a clothing selection criteria ($t=-1.673$, $df=233$, $p=0.096$).

Color

Color was rated by 79.1% of the respondents as an influential or very influential criterion when selecting clothing. Only 5.1% rated color as being of minimal importance (slightly influential or not influential). Based on Pearson correlation and t-test results, no significant differences and relationships were found in teens' use of color when selecting apparel, in relation to age ($r=0.103$, $p=0.116$) and gender ($t=-0.858$, $df=233$, $p=0.392$).

Fiber Content

The largest percentage of the respondents rated fiber content as an influential or very influential factor when purchasing clothes (67.2%). Another 21% of the respondents perceived fiber content as somewhat influential and only 11.9% of the respondents rated fiber content as a slightly or not influential criteria when making a purchase decision. There were no differences between male and female respondents in their use of fiber content when selecting apparel ($t=0.841$, $df=233$, $p=0.401$). The age of study participants also was not found to be significantly related to the frequency with which fiber content was used as a selection criteria ($r=0.012$, $p=0.857$).

Brand Name

Brand name was rated as somewhat influential by 35.7% of the teen respondents. Brand was an influential or very influential criteria for 30.6% of the respondents. Brand was minimally influential (slightly or not influential) to 33.6% of the participants.

A t-test was used to compare the gender variable in relation to use of brand name

when selecting apparel. Females and males were found to be significantly different regarding the frequency with which brand name was used when selecting apparel ($t=2.514$, $df=233$, $p\leq 0.05$). Brand name was reported by male respondents as an influential or very influential criterion, while female respondents indicated brand name as a minimally influential criteria. A correlation test did not indicate a significant relationship between age and the frequency with which brand name was used for selecting apparel ($r=0.009$, $p=0.896$).

Store Name

Almost 50% of the respondents rated store name as not an influential criteria when making purchase decisions (48.7%). Another 43.2% of the respondents rated store name as a slightly or somewhat influential factor when selecting clothes. Only 8.2% of the teen respondents perceived store name as an influential or very influential shopping criterion.

A t-test indicated no significant differences between males and females in the frequency with which store name was used as a criterion for selecting clothing ($t=-0.107$, $df=232$, $p=0.915$). Similarly, a correlation test suggested that there was no significant relationship between teens' age and their use of store name when shopping ($r=-0.051$, $p=0.434$).

Ease of Care

Ease of care was rated by 36.8% of the participants as influential or very influential when purchasing apparel. Another 36.3% of the respondents perceived ease of care as a slightly or not influential criterion. There were no differences between the genders in the perceived importance of ease of care when selecting apparel ($t=-1.235$,

df=232, $p=0.218$). The age of the participants also was not found to be significantly related to the frequency with which ease of care was used for selecting apparel ($r=-0.092$, $p=0.161$).

Country of Origin

The largest number of the respondents (59%) stated that they were only minimally affected by country of origin as a clothing selection criterion. Country of origin was influential or very influential to only 14.5% of the participants in the survey. Approximately 26.5% of the study participants' purchase decisions were somewhat influenced by the country of origin.

A t-test was used to compare the gender variable in relation to use of a country of origin label when selecting apparel. Test results suggested that the use of country of origin on apparel purchasing was significantly different between male and female ($t=3.128$, $df=232$, $p\leq 0.05$). Male participants were more sensitive to country of origin than females. A correlation test indicated that age and the use of a country of origin were not significantly related ($r=-0.017$, $p=0.797$).

Fit and Comfort

The largest percentage of the respondents (95.8%) rated fit/comfort as an influential or very influential criteria when selecting apparel. A small portion of the respondents (1.8%) perceived fit/comfort to slightly influence or not influence purchasing decisions, and 2.6% perceived it as a somewhat influential factor. Female and male respondents were not found to be significantly different in the perceived importance of fit/comfort as a criterion when selecting apparel ($t=-1.324$, $df=233$, $p=0.187$). Similarly, age was not significantly related to the frequency of use of the fit/comfort criterion when

shopping for apparel ($r=-0.104$, $p=0.111$).

Prestige

Prestige was rated as a slightly influential or not influential factor when making purchase decisions by 52.4% of the respondents. In contrast, prestige was an influential or very influential factor to 20.4% of the respondents. Results of a two-independent group t-test revealed that female respondents were found to be more sensitive to the prestige value of apparel than males ($t=2.254$, $df=233$, $p\leq 0.05$). However, age was not significantly related to the frequency with which prestige was used as an the apparel selection criteria ($r=0.078$, $p=0.232$).

Quality of Construction

Quality of construction was rated as an influential or very influential criterion by 74.8% of the total respondents. Approximately 15% perceived quality of construction as a somewhat influential factor when purchasing apparel. Only 9.8% rated quality of construction to be of little importance (slightly or not influential) when selecting clothes. T-tests indicated that female and male respondents were not significantly different in the degree to which quality of construction was used as a clothing selection criterion ($t=-1.317$, $df=233$, $p=0.189$). A correlation test result suggested that age of the respondents also was not significantly related to the use of quality of construction when shopping for apparel ($r=-0.063$, $p=0.336$).

Style

Style was rated as an influential or very influential criterion by 181 respondents (77.1%) when selecting apparel. More than 16% of the respondents rated style as a somewhat influential factor, while only 6.4% rated style to be of minimal importance

(slight or not influential) when purchasing clothing. There were no age ($r=0.069$, $p=0.292$) and gender ($t=-1.366$, $df=233$, $p=0.173$) differences in the frequency with which style was used as a criterion when selecting apparel.

Comparison of Allowances in Relation to Clothing Selection Criteria

Teens' allowances were compared to each clothing selection criterion using frequency tests to estimate the distribution of allowances in relation to the ranking of the criteria. Teens with high allowances perceived fit/comfort (100%), style (89.5%), and brand name (47.4%) to be the most influential criteria when selecting apparel. Other criteria that sometimes influenced high allowance teens in the selection process included prestige (47.4%), ease of care (36.8%), color (20.4%), fiber content (21.1%), price (21.1%), and quality of construction (10.5%) of the apparel. These teens with high buying power were less influenced by country of origin (47.4%) and store name (57.9%).

Teens from the middle buying power indicated fit/comfort (97.0%) to be the most influential criterion when purchasing apparel. These teens sometimes were influenced by brand name (32.9%), prestige (25.8%), price (25.2%), fiber content (24.6%), style (16.8%), quality of construction (16.8%), ease of care (24.0%), and color (16.2%) when selecting apparel. The less often used criteria for the middle buying power teens were the store name (76.1%) and country of origin (59.0%).

Teens from the low buying power reported fit/comfort (90.9%) and quality of construction (75.0%) as the most influential criteria. Other criteria that also influenced these teens' purchase decisions were brand name (45.5%), ease of care (36.4%), style (22.7%), color (20.5%), price (18.2%), and fiber content (11.4%). These teens were less

influenced by store name (81.4%), country of origin (65.9%), and prestige value (59.1%) when selecting apparel.

Fashion Information Sources

Fashion information sources are discussed in the following sections based on each source presented in the questionnaire: parents, peers, boyfriend/girlfriend, famous endorsers, role models, indoor store displays, sales clerks, fashion shows, television, newspapers, fashion magazines, and other magazines. These criteria were used to identify which fashion information sources are commonly used by Indonesian metropolitan teenagers. A summary of frequencies and percentages related to these fashion information sources is given in Table 5. T-tests were used to determine differences between teens' gender and the frequency with which fashion information sources were used. Pearson correlation coefficients were used to identify teens' ages in relation to the usage of fashion information sources. Table 6 provides the summary of t-test results and Table 7 provides the summary of Pearson correlation results. Appendix E presents means and standard deviations for fashion information sources.

Parents

Approximately 42.6% of the respondents indicated that they sometimes used parents as a source of fashion information. However, parents were reported by 35.8% of the respondents as an infrequently or never used source for fashion information. The remaining 21.7% of the participants indicated that they often/frequently used parents as a source for fashion related information. A t-test revealed that the males and females were significantly different in the frequency with which parents were used as the source to attain fashion information ($t=-3.289$, $df=233$, $p\leq 0.05$). Female respondents used parents

Table 5

Frequency and Percentage of Fashion Information Sources

Fashion Information Sources	Frequency ^a N=235	Percentage ^a
Parents		
1-Never use	30	12.80
2-Infrequently use	54	23.00
3-Sometimes use	<i>100</i>	<i>42.60</i>
4-More often use	34	14.50
5-Frequently use	17	7.20
TOTAL	235	100.00
Peer		
1-Never use	7	3.00
2-Infrequently use	16	6.80
3-Sometimes use	52	22.10
4-More often use	<i>89</i>	<i>37.90</i>
5-Frequently use	71	30.20
TOTAL	235	100.00
Famous Endorser		
1-Never use	87	37.30
2-Infrequently use	73	31.30
3-Sometimes use	64	27.50
4-More often use	8	3.40
5-Frequently use	1	0.40
TOTAL	233	100.00
Role Model		
1-Never use	55	23.80
2-Infrequently use	62	26.80
3-Sometimes use	<i>82</i>	<i>35.50</i>
4-More often use	25	10.80
5-Frequently use	7	3.00
TOTAL	231	100.00
Indoor Store Display		
1-Never use	31	13.30
2-Infrequently use	38	16.30
3-Sometimes use	<i>98</i>	<i>42.10</i>
4-More often use	50	21.50
5-Frequently use	16	6.90
TOTAL	233	100.00
Sales Clerk		
1-Never use	<i>142</i>	<i>60.90</i>
2-Infrequently use	55	23.60
3-Sometimes use	34	14.60
4-More often use	2	0.90
5-Frequently use	0	0.00
TOTAL	233	100.00
Fashion Show		
1-Never use	<i>96</i>	<i>41.00</i>
2-Infrequently use	68	29.10
3-Sometimes use	50	21.40
4-More often use	15	6.40
5-Frequently use	5	2.10
TOTAL	234	100.00
Television		
1-Never use	25	10.70
2-Infrequently use	42	17.90
3-Sometimes use	<i>97</i>	<i>41.50</i>
4-More often use	51	21.80
5-Frequently use	19	8.10
TOTAL	234	100.00

a: Italics highlight the most frequently cited response.

Table 5 (Continue)

Frequency and Percentage of Fashion Information Sources

Fashion Information Sources	Frequency^a N=235	Percentage^a
Newspaper		
1- <i>Never use</i>	93	39.70
2-Infrequently use	79	33.80
3-Sometimes use	46	19.70
4-More often use	11	4.70
5-Frequently use	5	2.10
TOTAL	234	100.00
Fashion Magazines		
1- <i>Never use</i>	39	16.70
2-Infrequently use	30	12.80
3-Sometimes use	67	28.60
4-More often use	49	20.90
5-Frequently use	49	20.90
TOTAL	234	100.00
Other Magazines		
1- <i>Never use</i>	39	16.70
2-Infrequently use	46	19.70
3-Sometimes use	85	36.30
4-More often use	35	15.00
5-Frequently use	29	12.40
TOTAL	234	100.00

a: Italics highlight the most frequently cited response.

Table 6

T-test Results to Determine Differences between Gender and Fashion InformationSources

Variables	t	df	p
Parents	-3.289	233	0.001*
Peer	-0.853	233	0.395
Boyfriend/Girlfriend	4.215	215	0.000*
Endorser	-0.756	231	0.451
Role Model	0.786	229	0.432
Store Display	-2.194	231	0.029*
Sales Clerk	0.148	231	0.883
Fashion Show	-3.440	232	0.001*
Television	-1.429	232	0.154
Newspaper	1.667	232	0.097
Fashion Magazine	-7.005	232	0.000*
Other magazine			

* Significant at $p \leq 0.05$

Table 7

Pearson Correlation Results to Determine Relationships between Age and FashionInformation Sources

Variables	r	P
Parents	-0.005	0.944
Peer	-0.013	0.838
Boyfriend/Girlfriend	0.090	0.186
Endorser	0.000	1.000
Role Model	-0.100	0.130
Store Display	-0.029	0.656
Sales Clerk	-0.022	0.733
Fashion Show	-0.102	0.121
Television	-0.076	0.250
Newspaper	-0.041	0.535
Fashion Magazine	-0.109	0.095
Other Magazine	-0.032	0.623

* Significant at $p \leq 0.05$

more frequently than male respondents. On the other hand, a correlation test suggested that age was not significantly related to the frequency with which parents were used as a source of fashion information ($r=-0.005$, $p=0.944$).

Peers

Peers were identified by 68.1% of the teen respondents as an often or frequently used source of fashion information. Nearly 22% reported sometimes consulting peers. Only 9.8% reported that they infrequently or never used peers as a source to discuss and acquire fashion news. A t-test indicated no significant difference between males and females in relation to the frequency with which peers were used as a source to attain fashion information ($t=-0.853$, $df=233$, $p=0.395$). A correlation test revealed that age also was not significantly related to the use of peers as a source of fashion information ($r=-0.013$, $p=0.838$).

Boyfriend/Girlfriend

Boyfriends and girlfriends were reported by 52.5% of respondents as a never or infrequently used source for information about fashion. About 24% reported to sometimes using their boyfriend or girlfriend to attain information, while boyfriends and girlfriends more frequently were consulted by 23% of the teen participants.

A t-test revealed that males and females were significantly different in the frequency with which boyfriends or girlfriends were used as a source to acquire fashion information ($t=4.215$, $df=215$, $p\leq 0.05$). Males consulted their girlfriends more frequently about fashion information than females consulted their boyfriends. Age was not found to be significantly related to the consultation of boyfriends or girlfriends to acquire fashion information ($r=0.090$, $p=0.186$).

Famous Endorsers

Famous endorsers were identified by 68.6% of the total respondents as an infrequently or never used source for fashion information. Almost 28% of the respondents reported to sometimes using famous endorsers as a source, while only 3.8% indicated that famous endorsers often or frequently were used for fashion information. There were no significant relationships and differences found in teens' age ($r=0.000$, $p=1.000$) or gender ($t=-0.755$, $df=231$, $p=0.451$) in relation to the frequency with which famous endorsers were used as a source of fashion information.

Role Models

Role models were indicated by 50.6% of the respondents as a never or infrequently used source to attain fashion information. Approximately 36% of the respondents reported to occasionally using a role model to enrich fashion information. Only a small portion of the respondents (13.8%) indicated that role models were an often or frequently used source. A t-test revealed no significant differences between the genders in relation to the use of role models for fashion information ($t=0.786$, $df=229$, $p=0.432$). Results of a correlation test similarly indicated no relationship between age and the use of role models as a source for attaining fashion information ($r=0.099$, $p=0.130$).

Indoor Store Displays

Indoor displays were frequently or often used by 28.4% of the participants as a place to acquire fashion information. More than 42% of the participants reported that they occasionally used displays to attain fashion information. Approximately 29.6% of the respondents reported never or infrequently using displayed apparel in a store as a

source of fashion information.

The results of an equal variances t-test suggested that the frequency with which apparel displayed in the stores was used as a source of fashion information was significantly different between male and female respondents ($t=-2.194$, $df=231$, $p\leq 0.05$). Females used apparel displayed in the stores more often to acquire fashion information than did male respondents. A correlation test suggested that there was no significant relationship between teens' age and their use of apparel displayed in the stores as a source of information ($r=-0.029$, $p=0.656$).

Sales Clerks

A majority of the respondents (84.5%) reported never or infrequently using a sales clerk to attain fashion information. A small percentage of the respondents (15.5%) indicated that they sometimes or often sought fashion information from sales clerks.

A t-test suggested that there was no difference found between males and females in the frequency with which sales clerks were used as a source to acquire fashion information ($t=0.148$, $df=231$, $p=0.883$). Correlation test results also implied that age was not significantly related to the consultation of sales clerks ($r=-0.022$, $p=0.733$).

Fashion Shows

Fashion shows were identified as a seldom used source by 70.1% of the teen respondents. Approximately 21% reported that they used a fashion show once in a while and only 8.5% indicated that fashion shows were a more frequently used event for acquiring fashion information.

Equal variances t-test results indicated a significant difference in the frequency with which males and females used fashion shows to acquire fashion information ($t=-$

3.440, $df=232$, $p \leq 0.05$). Females used fashion shows significantly more often than males as a place to gather fashion information. A correlation test suggested that age was not related to frequency with which fashion shows were used as a source of fashion information ($r=-0.102$, $p=0.121$).

Television

Television was used often or frequently as a source of fashion information by 29.9% of the respondents. About 28.6% indicated television was an infrequently or never used source of fashion information, while 41.5% reported to occasionally using television to view fashion trends.

A t-test indicated no significant differences between males and females in their use of television for fashion information ($t=-1.429$, $df=232$, $p=0.154$). A correlation test suggested that age also was not related to the use of television as a source of fashion information ($r=-0.076$, $p=0.250$).

Newspapers

A majority of the respondents (73.5%) indicated that newspapers were never or infrequently used for attaining fashion information. About 20% of the respondents read a newspaper occasionally for fashion information. Only 6.8% reported to frequently or often using newspapers as a media to gain fashion information.

Female and male respondents were not found to be significantly different in the frequency with which newspapers were used to attain fashion information ($t=1.667$, $df=232$, $p=0.097$). Age also was not found to be significantly related to the use of newspapers as a source of fashion information ($r=-0.041$, $p=0.535$).

Fashion Magazines

Fashion magazines were often or frequently used by 41.8% of the respondents as a source of information about fashion trends. About 29.5% of the respondents indicated fashion magazines were never or infrequently used, while 28.6 used fashion magazines once in a while.

A t-test revealed that males and females were significantly different in the frequency with which fashion magazines were used as a source to attain fashion information ($t=-7.005$, $df=232$, $p\leq 0.05$). Female respondents more frequently read fashion magazines to attain fashion information than did male respondents. A correlation test suggested that younger and older teens did not significantly differ in their use of fashion magazines for fashion information ($r=-0.109$, $p=0.095$).

Other Magazines

Other magazines were indicated by 27.4% of the respondents to be a frequently used source for attaining information about fashion. About 36.3% reported to sometimes using other types of magazines and 36.4% indicated they infrequently or never use magazines.

A t-test suggested that there were differences between males and females in the frequency with which other magazines were used as a source to acquire fashion information ($t=-4.545$, $df=232$, $p\leq 0.05$). Female respondents more frequently read other magazines to gain fashion information than did male respondents. In contrast, a correlation test indicated that age and the frequency with which other magazines were used as a source of fashion information were not significantly related ($r=-0.032$, $p=0.623$).

Respondents were asked to identify the names of magazines that they usually read. Most frequently listed magazines were Gadis, Kawanku, Hai, Aneka, Sportif, Dolly, Seventeen, Tabloid, Teen, and Gatra. Dolly, Seventeen, and Teen magazines are fashion publications imported from the United States. A list of the top ten favorite magazines is presented in Table 8. A summary of frequencies for twenty-two magazines is presented in Appendix F.

ANOVA (Analysis of Variance) tests were conducted to identify the differences between teens who read only Indonesian fashion magazines and those who read both Indonesian and American fashion magazines in relation to their attitudes toward imported brand name apparel attributes. There were no significant differences found between teens who read only Indonesian magazines versus those who read both Indonesian and American fashion magazines in relation to their attitudes toward imported brand name apparel, since all p-values were more than 5% and R-square values were less than 1%. Cross tabulation tests were used to confirm ANOVA test results and to estimate differences between those variables. Estimated slight differences were found on teens' attitudes toward imported brand name apparel appearance, monetary value, and availability. The majority of teens (97%) who read both Indonesian and American fashion magazines possessed positive attitudes toward imported brand name appearance, while 93.2% of teens who read only Indonesian magazines possessed positive attitudes toward imported brand name apparel appearance. As many as 77.1% of teens who read domestic and foreign magazines, and 65.1% of teens who read only Indonesian magazines possessed positive attitudes toward imported brand name apparel monetary value. The data also indicated that 85.6% of teens who read only Indonesian magazines

and 95.4% of those who read both Indonesian and American fashion magazines, possessed positive attitudes toward imported brand name apparel availability.

Comparison of Allowances in Relation to Fashion Information Sources

Correlation analysis results found no significant relationships between teens' allowances and the frequency of use of the various kinds of fashion information: parents ($r=0.119$, $p=0.072$), peers ($r=0.027$, $p=0.681$), boyfriends or girlfriends ($r=-0.102$, $p=0.139$), endorsers ($r=-0.008$, $p=0.900$), role models ($r=-0.075$, $p=0.264$), store displays ($r=-0.057$, $p=0.388$), sales clerks ($r=0.006$, $p=0.930$), fashion shows ($r=-0.047$, $p=0.475$), television ($r=-0.046$, $p=0.492$), newspapers ($r=-0.017$, $p=0.803$), fashion magazines ($r=0.029$, $p=0.6608$), and other magazines ($r=-0.005$, $p=0.940$). The majority of teens used peers, fashion magazines, and parents to attain fashion information regardless of the amounts of allowance that they received.

Table 8

Top 10 Most Frequently Read Magazines among Indonesian Metropolitan Teenagers

RANK	NAME OF MAGAZINES
1	GADIS*
2	KAWANKU
3	HAI
4	ANEKA
5	SPORTIF
6	DOLLY*
7	SEVENTEEN*
8	TABLOID
9	TEEN*
10	GATRA

* Fashion Magazine

Attitudes toward Imported Brand Name Apparel

Attitudes toward six characteristics of imported brand name apparel were measured by asking respondents to rate the appearance, prestige, fashionability, durability, monetary value, and availability of such apparel. The rating that each respondent assigned to these attributes in relation to imported brand name apparel was used to indicate the attitudes respondents held toward the attributes of that product. A scale of 1 to 5 was used for rating each characteristic, with one indicating "poor" to five signifying "excellent." A summary of attitudinal results concerning imported brand name apparel is provided in Table 9. A majority of the respondents indicated that imported brand name apparel is "good," "better," or "excellent," in regards to appearance (95.3%), prestige (90.6%), fashionability (96.1%), durability (98.8%), monetary value (71.8%), and availability (88.8%). These findings suggest a very receptive attitude toward imported brand name apparel among Indonesian teens. T-tests were used to determine the differences between male and female attitudes toward imported brand name apparel attributes (Table 10). Pearson correlation coefficients were used to identify the relationships between teens' ages and their attitudes toward imported brand name apparel attributes (Table 11).

Appearance

A majority of the respondents rated the appearance of imported brand name apparel as better to excellent (82.1%). Only 4.7% of the participants rated the appearance of imported brand name apparel as moderate or poor. Male and female respondents did not possess significantly different attitudes toward the appearance of imported brand name apparel ($t=1.022$, $df=232$, $p=0.308$). Younger respondents and older respondents

Table 9

Frequency and Percentage of Attitudes toward Imported Brand Name Apparel

Characteristics

Characteristic of Imported Brand Name Apparel	Frequency ^a N=234 ^b	Percentage ^a
Appearance		
1-Poor	1	0.40
2-Moderate	10	4.30
3-Good	31	13.20
4-Better	<i>142</i>	<i>60.70</i>
5-Excellent	50	21.40
TOTAL	234	100.00
Prestige		
1-Poor	4	1.70
2-Moderate	18	7.70
3-Good	53	22.60
4-Better	69	29.50
5-Excellent	<i>90</i>	<i>38.50</i>
TOTAL	234	100.00
Fashionability		
1-Poor	1	0.40
2-Moderate	8	3.40
3-Good	32	13.70
4-Better	<i>115</i>	<i>49.10</i>
5-Excellent	78	33.30
TOTAL	234	100.00
Durability		
1-Poor	0	0.00
2-Moderate	3	1.30
3-Good	39	16.70
4-Better	<i>119</i>	<i>50.90</i>
5-Excellent	73	31.20
TOTAL	234	100.00
Monetary Value		
1-Poor	23	9.80
2-Moderate	43	18.40
3-Good	<i>63</i>	<i>26.90</i>
4-Better	44	18.80
5-Excellent	61	26.10
TOTAL	34	100.00
Availability		
1-Poor	1	0.40
2-Moderate	25	10.70
3-Good	70	29.90
4-Better	<i>104</i>	<i>44.40</i>
5-Excellent	34	14.50
TOTAL	234	100.00

a: Italics highlight the most frequently cited response

b: One participant did not give response

Table 10

T-test Results to Determine Differences between Gender and Attitudes toward ImportedBrand Name Apparel Attributes

Attributes	t	df	p
Appearance	1.022	232	0.308
Prestige	-1.143	232	0.254
Fashionability	-0.697	232	0.487
Durability	0.970	232	0.333
Monetary Value	-4.258	232	0.000*
Availability	-1.758	232	0.080

* Significant at $p \leq 0.05$

Table 11

Pearson Correlation Results to Determine Relationships between Age and Attitudestoward Imported Brand Name Apparel Attributes

Attributes	r	p
Appearance	0.000	0.996
Prestige	-0.023	0.731
Fashionability	-0.063	0.337
Durability	-0.025	0.703
Monetary Value	0.021	0.754
Availability	0.016	0.805

* Significant at $p \leq 0.05$

also did not express significant relationships in their attitudes toward imported brand name apparel appearance ($r=0.0004$, $p=0.996$).

Prestige

When asked to rate the prestige value of imported brand name apparel, 68% of the participants rated prestige attributes as better to excellent. Only 9.4% of the

participants perceived imported brand name apparel to possess poor or moderate prestige value.

Males and females did not possess significantly different perceptions about the prestige value of imported brand name apparel ($t=-1.143$, $df=232$, $p=0.254$). Based upon Pearson correlation test, older and younger teens also did not indicate significant relationships in their attitudes toward imported brand name apparel prestige ($r=-0.023$, $p=0.731$).

Fashionability

About 82.4% of the participants in the study perceived imported brand name apparel to possess better to excellent fashionability. Few (3.8%) of the participants believed that imported brand name apparel possesses moderate or poor fashionability.

There were no significant differences found between male and female respondents in their perceptions concerning the fashionability of imported brand name apparel ($t=-0.697$, $df=232$, $p=0.487$). A correlation test result indicated that younger teens did not express more or less favorable attitudes toward the fashionability of imported brand name apparel than did their older counterparts ($r=-0.063$, $p=0.337$).

Durability

Approximately 82.1% of the respondents rated the durability of imported brand name apparel as better to excellent. Only 18% ranked the durability characteristic of imported brand name apparel as moderate or good. Nobody in the survey perceived imported brand name apparel to possess poor durability.

The durability of imported brand name apparel was not perceived differently by male and female respondents according to t-test results ($t=0.970$, $df=232$, $p=0.333$).

There also were no significant relationships between younger and older teens in their perceptions of imported brand name apparel durability ($r=-0.025$, $p=0.703$).

Monetary Value

The monetary value of imported brand name apparel was rated by 44.9% of the participants as better to excellent. About 26.9% of the respondents perceived imported brand name apparel to possess little monetary value, while 28.2% perceived imported brand name apparel as having little or poor monetary value.

An equal variances t-test suggested that male and female respondents were significantly different in their attitudes toward the monetary value of imported brand name apparel ($t=-4.258$, $df=232$, $p=0.000$). Female respondents tended to possess more positive attitudes toward the monetary value of imported brand name apparel than did male respondents. There were no significant relationships found between younger and older teens in their perceptions of the monetary worth of imported brand name apparel ($r=0.021$, $p=0.754$).

Availability

Almost 59% of the respondents believed that imported brand name apparel has better to excellent availability. The availability of imported brand name apparel was perceived as good by 29.9% of the respondents. The remaining 11.1% believed that imported brand name apparel was not widely available.

A t-test revealed that males and females were not significantly different in their perceptions of the availability of imported brand name apparel ($t=-1.758$, $df=232$, $p=0.080$). Similarly, a correlation test result did not indicate a significant relationships

between younger and older teens in their attitudes toward imported brand name apparel availability ($r=0.016$, $p=0.805$).

Purchase Intentions

When this research survey was conducted in Jakarta, Indonesia, the country was experiencing a tremendous economic crisis. The Indonesian government was unable to control the inflation rate, which led to vast increases in prices of food and all other living expenses. An unstable political climate caused the Indonesian currency exchange rate to fall severely. Before the crisis, one US dollar equalled Rp 2000, but during the crisis and at the time of this survey, one US dollar could be exchanged for Rp 14,000. The unemployment rate increased and many companies filed for bankruptcy. The impact of this sudden economic crisis was believed by the researcher to possess significant implications for Indonesian metropolitan teens' purchasing behavior. Therefore, teens were asked to provide information about current purchasing inclinations (at the time of the crisis), as well as to estimate their probable purchase decisions prior to the crisis.

Respondents purchase intentions were measured by offering the respondents two choices of brands. The two brand name jeans and shirt (Guess and Lea) were explained as possessing the same overall quality (inherent or distinguishing attributes), color, and style. Respondents also were requested to provide qualitative reasons for their choice of jeans and shirt.

Purchase Intentions during the Economic Crisis

A summary of intention responses is given in Table 12. The respondents' reasons for their choices of jeans are listed in Table 13. The list of reasons for respondents' choices of a shirt is given in Table 14.

Table 12

Frequencies of Purchase Intentions toward Jeans and Shirt during the Economic Crisis

Brand Name and Choice	Frequency n=231^a	Percentage n=231^a
Guess Jeans	59	25.5
Lea Jeans	172	74.5
TOTAL	231	100.0
Guess Shirt	63	27.3
Lea Shirt	168	72.7
TOTAL	231	100.0

a: Four missing responses

Table 13

Summary of Reasons For Choosing a Specific Brand Name of Jeans during the Economic

Crisis

Reasons	Frequency ^a N=235 ^b	Percentage N=235 ^b
Price of Guess apparel is expensive	14	6.0
Price of Lea apparel is not expensive	126	53.6
Both brands have the same price	1	0.4
Guess apparel is made from better textiles	5	2.1
Lea apparel is made from better textiles	1	0.4
Guess brand name is more popular	4	1.7
Lea is good brand name	1	0.4
Don't care about brand name	4	1.7
Country of origin	9	3.8
Guess apparel offers good fit and comfort	13	5.5
Lea apparel offers good fit and comfort	5	2.1
Guess brand possesses prestige value	6	2.6
Guess apparel has good quality of construction	2	0.9
Lea apparel has good quality of construction	3	1.3
Guess apparel has good style/mode	9	3.8
Lea apparel has good style/mode	5	2.1
Regular customer of the brand (Guess or Lea)	26	11.1
Guess overall quality is better	8	3.4
Lea overall quality is better	4	1.7
Frequency of purchasing apparel	1	0.4
Curiosity/want to try the brand	1	0.4
Due to monetary crisis/want to save money	27	11.5
The apparel lasts longer (Guess or Lea)	11	4.7
Possess the same quality (Guess and Lea)	27	11.5
To support country reformation/Love Indonesian made products	14	6.0
Other	3	1.3

a: Some respondents gave more than one reason for their purchase intention

b: N= number of people responding

Table 14

Summary of Reasons for Choosing a Specific Brand Name of Shirt during the EconomicCrisis

Reasons	Frequency^a N=235^b	Percentage N=235^b
Price of Guess apparel is expensive	5	2.1
Price of Lea apparel is not expensive	122	52.8
Both brands have the same price	2	0.9
Guess apparel is made from better textiles	5	2.1
Lea apparel is made from better textiles	3	1.3
Guess brand name is more popular	4	1.7
Lea is good brand name	1	0.4
Do not care about brand name	6	2.6
Country of origin	10	4.3
Guess apparel offers good fit and comfort	17	7.2
Lea apparel offers good fit and comfort	2	0.9
Guess brand possesses prestige value	8	3.4
Guess apparel has good quality of construction	2	0.9
Lea apparel has good quality of construction	2	0.9
Guess apparel has good style/mode	11	4.7
Lea apparel has good style/mode	5	2.1
Regular customer of the brand (Guess or Lea)	2	0.9
Guess overall quality is better	24	10.2
Lea overall quality is better	7	3.0
Frequency of purchasing apparel (Guess or Lea)	2	2.1
Curiosity/want to try the brand	1	0.4
Due to monetary crisis/want to save money	24	10.2
The apparel lasts longer (Guess or Lea)	7	3.0
Both brands possess the same quality	25	11.0
The availability of apparel in the market place (Guess or Lea)	1	0.4
To support country reformation/Love Indonesian made product	13	5.5
Other	2	0.9

a: Some respondents gave more than one reason for their purchase intention

b: N= number of people responding

During the economic crisis, almost 75% of the respondents preferred to purchase the Indonesian brand of Lea jeans and only 25.5% of the respondents selected imported Guess jeans. The respondents had the opportunity to supply reasons for their choices.

Among the total of 31 reasons that were gathered, the most frequently mentioned opinions for purchasing Lea jeans were: Guess and Lea jeans possess the same quality (11.9%), Lea jeans are less expensive (53.6%) and Lea will facilitate saving money during the economic crisis (11.5%). Reasons for purchasing Guess jeans were: Guess apparel has better overall quality (11.1%), Guess apparel possesses superior fit and comfort (5.5%), and Guess jeans last longer (4.7%). Refer Table 13.

Results of a t-test suggested that male and female respondents were not significantly different in regards to the brand name preferred for jeans during the economic crisis ($t=-0.132$, $df=229$, $p=0.895$). A correlation test indicated that there were no significant relationships between younger and older teens in relation to their choices of a preferred brand name for jeans ($r=-0.126$, $p=0.055$).

During the economic crisis, almost 73% of the participants preferred to choose the domestic Lea shirt and only 27.3% preferred to choose a Guess shirt. The most frequently stated reasons for purchasing a Lea shirt were: the Lea shirt is not expensive (52.8%), during the economic crisis Lea will facilitate saving money (10.2%), and Guess and Lea shirts possess the same quality (10.6%). The most frequently reported reasons to purchase a Guess shirt were: Guess apparel possesses better overall quality (10.2%), Guess apparel has better fit and comfort (7.2%), and Guess apparel has better style and mode (4.7%). See Table 14.

Results of an equal variances t-test suggested that males and females were not

significantly different in relation to their preferred brand name for a shirt before the economic crisis ($t=1.246$, $df=232$, $p=0.214$). A correlation test result indicated that also there were no significant relationships between younger and older teens in relation to their preferred brand name for a shirt before the crisis ($r=-0.0867$, $p=0.190$).

An equal variances t-test was performed to determine the differences between the respondents who enrolled in a particular high school (public or private) and their choices of preferred brands for shirt and jeans during the economic crisis. The respondents from different high schools showed significant differences in their choices of preferred brands when purchasing a shirt ($t=-5.251$, $df=229$, $p=0.000$) and jeans ($t=-4.280$, $df=229$, $p=0.000$). The participants enrolled in the private high school tended to prefer imported brand name apparel and the participants enrolled in the public high school tended to prefer domestic apparel.

A t-test revealed that private high school teens tended to receive higher allowances than teens enrolled in the public high school ($t=-0.581$, $df=228$, $p=0.035$), which may account for the above mentioned differences in preferences for domestic versus imported brand name apparel. As many as 4.8% of the total respondents from the private high school received high allowances, while only 3.5% of the public high school respondents received high allowances. Middle level allowances were received by 31.3% of the private high school participants, and 41.3% of the public high school participants.

T-tests result suggested that teens who preferred the Guess shirt versus the Lea shirt during the economic crisis were found to possess significantly different attitudes toward the appearance ($t=3.367$, $df=228$, $p=0.001$), and fashionability ($t=2.210$, $df=228$, $p=0.028$) of imported brand name apparel. Teens who preferred Guess jeans and Lea

jeans during the economic crisis also were found to have significantly different attitudes toward the appearance ($t=2.530$, $df=228$, $p=0.012$) of foreign brand name apparel. Teens who preferred the Guess brand for a shirt and jeans expressed more positive attitudes toward the appearance and monetary value of imported brand name apparel.

Purchase Intentions before the Economic Crisis

The same purchase intention questions as above were used to determine the preferred brand of jeans and shirts prior to the economic crisis. Two jeans and two shirts were described as possessing the same attributes in terms of their quality (inherent or distinguishing attribute), color, and style. The attributes that differed between the jeans and shirts were the brand name and country of origin. Respondents also were asked to provide reasons for their choices. The results are provided in Tables 15, 16 and 17.

When asked which jeans they would have purchased before the poor economic climate, 65.8% of the participants selected the imported Guess jeans. The remaining 34.2% chose domestic Indonesian Lea jeans. An equal variances t-test suggested that there were no differences between gender in relation to their preferred brand name for jeans before the economic crisis ($t=1.317$, $df=232$, $p=0.189$). Similarly, a correlation test revealed that there was no relationship in the preferred brand name for jeans between younger and older teens ($r=-0.046$, $p=0.488$).

Respondents provided qualitative reasons for their choices of these particular brands. The most frequent reasons for purchasing Guess jeans were: Guess apparel possesses better overall quality (23.4%), Guess brand name apparel possesses good styling and mode (19.6%), the Guess brand name has prestige value (12.8%), Guess

Table 15

Frequencies of Purchase Intentions toward Jeans and Shirt before the Economic Crisis

Brand Name and Choice	Frequency N=234^a	Percentage N=234^a
Guess Jeans	154	65.8
Lea Jeans	80	34.2
TOTAL	234	100.0
Guess Shirt	162	69.2
Lea Shirt	72	30.8
TOTAL	234	100.0

a: One response missing

Table 16

Summary of Reasons for Choosing a Specific Brand Name of Jeans before the EconomicCrisis

Reasons	Frequency^a N=235^b	Percentage N=235^b
Price of Guess apparel is expensive	3	1.3
Price of Lea apparel is not expensive	48	20.4
Both brands have the same price	13	5.5
Guess apparel has better color	3	1.3
Lea apparel has better color	1	0.4
Guess apparel is made from better textiles	23	9.8
Lea apparel is made from better textiles	2	0.9
Guess brand name is more popular	22	9.4
Lea is good brand name	1	0.4
Do not care about brand name	11	4.7
Country of origin:		
Made in the USA	8	3.4
Made in Indonesia	9	3.8
Guess apparel offers good fit and comfort	34	14.5
Lea apparel offers good fit and comfort	7	3.0
Guess brand possesses prestige value	30	12.8
Guess apparel has good quality of construction	9	3.8
Lea apparel has good quality of construction	1	0.4
Guess apparel has good style/mode	46	19.6
Lea apparel has good style/mode	2	0.9
Regular customer of the brand (Guess or Lea)	4	1.7
Guess overall quality is better	55	23.4
Lea overall quality is better	2	0.9
Curiosity/want to try the brand (Guess or Lea)	2	0.9
Due to monetary crisis/want to save money	1	0.4
The apparel lasts longer (Guess or Lea)	30	12.8
Both brands possess the same quality	18	8.1
To support country reformation/Love Indonesian made product	9	3.8
Other	8	3.4

a: Some respondents gave more than one reason for their purchase intention

b: N= number of people responding

Table 17

Summary of Reasons for Choosing a Specific Brand Name of Shirt Before the EconomicCrisis

Reasons	Frequency^a N=235^b	Percentage N=235^b
Price of Lea apparel is not expensive	43	18.3
Both brands have the same price	11	4.7
Guess apparel has better color	2	0.9
Guess apparel is made from better textiles	31	13.2
Guess brand name is more popular	19	8.1
Do not care about brand name	8	3.4
Country of origin:		
Made in the USA	6	2.6
Made in Indonesia	9	3.8
Guess apparel offers good fit and comfort	38	16.2
Lea apparel offers good fit and comfort	3	1.3
Guess brand possesses prestige value	38	16.2
Guess apparel has good quality of construction	7	3.0
Lea apparel has good quality of construction	1	0.4
Guess apparel has good style/mode	48	20.4
Lea apparel has good style/mode	2	0.9
Regular customer of the brand (Guess or Lea)	3	1.3
Guess overall quality is better	44	18.7
Lea overall quality is better	2	0.9
Frequency of purchasing apparel (Guess or Lea)	1	0.4
Due to monetary crisis/want to save money	2	0.9
The apparel lasts longer (Guess or Lea)	14	6.0
Both brands possess the same quality	25	10.6
The availability of apparel in the market place (Guess or Lea)	4	1.7
To support country reformation/Love Indonesian made product	7	3.0
Other	8	3.4

a: Some respondents gave more than one reason for their purchase intention

b: N= number of people responding

longer (12.8%), and Guess apparel has good fit and comfort (14.5%). A comprehensive report of these reasons is provided in Table 16. The most frequent reasons for purchasing Lea jeans were: the price of Lea apparel is not expensive (20.4%), Guess and Lea possess the same quality (7.7%), and I do not care about brand name (4.7%).

When respondents were asked about which shirt they would have preferred to purchase before the bad economy, 69.2% selected the Guess brand. The remaining 30.8% of the respondents selected the Lea brand. An equal variances t-test revealed that there was no difference between male and female respondents in regards to the preferred brand name for a shirt ($t=1.246$, $df=232$, $p=0.217$). A correlation test suggested that there was no relationship between younger and older teens in relation to their preferred brand name for a shirt before the economic crisis ($r=-0.028$, $p=0.668$).

The primary reasons for purchasing the Guess shirt included: Guess brand name apparel possesses good styling and mode (20.4%), Guess apparel possesses better overall quality (18.7%), Guess brand possesses prestige value (16.2%), Guess apparel has good fit and comfort (16.2%), and Guess apparel is made from better textiles (13.2%). The majority of reasons for purchasing a Lea shirt were: the price of Lea apparel is not expensive (18.3%), Guess and Lea possess the same quality (10.6%), Lea apparel is manufactured in Indonesia (3.8%), I love Indonesian made products (3.0%) and I do not care about brand names (3.4%). A summary of these reasons is provided in Table 17.

An equal variances t-test was performed to determine the differences between the respondents who enrolled in a particular high school (public or private) and their choices of preferred brands for shirt and jeans before the economic crisis. The respondents from different high schools (public or private) indicated significant differences in their choices

of preferred brands when purchasing both a shirt ($t=-2.356$, $df=232$, $p=0.019$) and jeans ($t=-3.067$, $df=232$, $p=0.002$). Teens enrolled in the private high school tended to prefer imported brand name apparel (Guess) because it was perceived as prestigious and as possessing better overall quality. However, teens enrolled in the public high school preferred domestic brand (Lea) because it was far less expensive and possessed almost the same quality as foreign brand name apparel. Again, allowance differences between students in the public versus private schools may have been a factor.

Analysis for the Changes of Purchase Intentions Before and During the Economic Crisis

Cross tabulations were conducted to determine the estimated changes in choice of preferred brand when purchasing jeans before and during an economic crisis. As many as 24.2% of the respondents reported preferring Guess jeans before and during the crisis, while 32.5% of the respondents preferred Lea jeans before and during the crisis.

In comparison, 42.0% of the respondents chose Guess jeans before the crisis and then chose Lea jeans during the crisis. Only 1.3% of the respondents chose Lea jeans before the crisis and then preferred Guess jeans during the crisis. According to these latter respondents, they chose Guess jeans during the crisis because they wanted to try the brand before the crisis got worse and the price of Guess jeans increased. Table 18 presents the results of this analysis.

The same two-categorical test was conducted to investigate the changing preference for brand when purchasing a shirt. Test results revealed that 26.8% of the respondents preferred a Guess shirt before and during the crisis, while 30.3% of the respondents preferred the Lea shirt before and during the crisis. On the other hand,

Table 18

Comparison of Jeans Preferences between Two Brands (Guess and Lea) Before and During the Economic Crisis

Choice of Jeans During Economic Crisis		
Frequency Choice of Jeans before crisis	Guess n=59 ^a 25.5%	Lea n=172 ^a 74.5%
Guess n=153 ^a 66.2%	56 24.2%	97 42.0%
Lea N=78 ^a 33.8%	3 1.3%	75 32.5%

a: missing data due to no response from participants

42.4% of the respondents preferred the Guess brand before the bad economy, but preferred a Lea shirt during the crisis. Only 0.4% of the respondents chose a Lea shirt before the crisis and later chose the Guess shirt during the crisis. Table 19 presents the results of this analysis.

In conclusion, teens who preferred Guess apparel indicated a tendency to be more concerned about the quality, fit/comfort, prestige, and style/mode of their jeans and shirts, as suggested by their stated reasons for choosing Guess. On the other hand, teens who preferred Lea apparel showed more concern for price, but indicated little interest in brand name or quality.

Table 19

Comparison for Shirt Preferences between Two Brands (Guess and Lea) Before and During the Economic Crisis

Choice of Shirt During Economic Crisis		
Frequency Choice of Shirt before crisis	Guess n=63 ^a 27.3%	Lea n=168 ^a 72.7%
Guess n=160 ^a 69.3%	62 26.8%	98 42.4%
Lea n=71 ^a 30.7%	1 0.4%	70 30.3%

a: Missing data due to no response from participants

Hypotheses

Twenty-one hypotheses were tested as described in Chapter III. The results of these tests are reported and interpreted below. Pearson correlation testing was used to analyze the data for hypotheses 1 through 14, and 21. The two-independent samples t-test was used to test hypotheses 15 through 20. Table 20 presents the results of the correlation analyses. Figure 4 presents a matrix of the relationships supported and rejected.

Hypothesis 1:

There will be a significant positive relationship between the amount of teens' allowances and the scores for brand name, as a criterion for selecting clothes on the clothing selection test.

This hypothesis was supported. A significant positive relationship was found between the levels of teens' allowances and scores indicating the use of brand name as a purchase criterion ($r=0.142$, $p\leq 0.05$). The higher the amount of allowances received by teenagers, the higher were the scores for use of brand name as a clothing selection criterion in the clothing selection criteria test.

Hypothesis 2:

There will be a significant positive relationship between the amount of teens' allowances and the scores for fashion magazines, as a source of fashion information on the fashion information test.

At the .05 significance level, this hypothesis was not supported ($r=-0.029$, $p=0.661$). The analysis suggested that there was no significant relationship between

Figure 4

Matrix of Relationships Supported and Rejected

	Allowance	Use of Brand Name in selecting apparel	Use of fashion magazine as a source of fashion info	Attitude toward imported apparel: <i>Appearance</i>	Attitude toward imported apparel: <i>Prestige</i>	Attitude toward imported apparel: <i>Fashionability</i>	Attitude toward imported apparel: <i>Durability</i>	Attitude toward imported apparel: <i>Monetary Value</i>	Attitude toward imported apparel: <i>Availability</i>	Purchase of brand name jeans during economic crisis	Purchase of brand name shirt during economic crisis	Purchase of brand name jeans before economic crisis	Purchase of brand name shirt before economic crisis
Allowance		√	X										
Use of Brand Name in selecting apparel			√	√	√	√	X	X	X				
Use of fashion magazine as source of fashion information				X	X	√	X	X	√				
Attitude toward imported apparel: <i>Appearance</i>										√	√	X	√
Attitude toward imported apparel: <i>Prestige</i>										X	X	X	√
Attitude toward imported apparel: <i>Fashionability</i>										X	√	√	√
Attitude toward imported apparel: <i>Durability</i>										X	X	X	X
Attitude toward imported apparel: <i>Monetary Value</i>										X	X	√	√
Attitude toward imported apparel: <i>Availability</i>										X	X	X	X

X indicates relationships between variables are rejected

√ indicates relationships between variables are supported

Table 20

Correlation Analyses for Hypotheses 1 through 14, and 21

Variables	Mean	Standard Deviation	r	p-value
Hypothesis 1				
- allowance	2.109	0.513	0.142	0.031 ^a
- brand name ^c	2.889	1.146		
Hypothesis 2				
- allowance	2.108	0.513	-0.029	0.661
- fashion magazines ^d	3.167	1.350		
Hypothesis 3				
- brand name	2.889	1.146	0.183	0.005 ^a
- appearance of IBNA ^e	3.983	0.747		
Hypothesis 4				
- brand name	2.889	1.146	0.241	0.0002 ^a
- prestige of IBNA	3.953	1.037		
Hypothesis 5				
- brand name	2.889	1.146	0.203	0.002 ^a
- fashionability of IBNA	4.115	0.797		
Hypothesis 6				
- brand name	2.889	1.146	0.058	0.373
- durability of IBNA	4.120	0.719		
Hypothesis 7				
- brand name	2.889	1.146	0.064	0.318
- monetary value of IBNA	3.329	1.306		
Hypothesis 8				
- brand name	2.889	1.146	0.093	0.157
- availability of IBNA	3.620	0.877		
Hypothesis 9				
- fashion magazines	3.167	1.350	0.111	0.093
- appearance of IBNA	3.983	0.747		
Hypothesis 10				
- fashion magazines	3.167	1.350	0.114	0.083
- prestige of IBNA	3.953	1.037		
Hypothesis 11				
- fashion magazines	3.167	1.350	0.211	0.001
- fashionability of IBNA	4.115	0.797		
Hypothesis 12				
- fashion magazines	3.167	1.350	0.001	0.985
- durability of IBNA	4.120	0.720		
Hypothesis 13				
- fashion magazines	3.117	1.350	0.128	0.051
- monetary value of IBNA	3.329	1.306		
Hypothesis 14				
- fashion magazines	3.117	1.350	0.147	0.025 ^a
- availability of IBNA	3.620	0.877		
Hypothesis 21				
- brand name	2.889	1.146	0.159	0.015 ^a
- Fashion magazines	3.167	1.350		

a: Significant at $p \leq 0.05$

b: Brand Name was just one the criteria used by teenagers when selecting clothes that was provided in the in the questionnaire

c: Fashion magazines was just one of the sources for fashion information that was provided in the questionnaire.

e: IBNA is the abbreviation for Imported Brand Name Apparel

teens' allowances and their use of fashion magazines. Higher levels of allowance were not accompanied by higher scores in rating fashion magazines as a source of fashion information.

Hypothesis 3:

There will be a significant positive relationship between teens' scores for brand name in selecting clothes and their attitude scores toward imported brand name apparel *appearance*.

The third hypothesis was supported ($r=0.183$, $p\leq 0.05$). Teens who perceived brand name as a more influential criterion when selecting their clothing also possessed more positive attitudes toward imported brand name apparel appearance.

Hypothesis 4:

There will be a significant positive relationship between teens' scores for brand name in selecting clothes and their attitude toward imported brand name apparel *prestige*.

This hypothesis was supported ($r=0.241$, $p\leq 0.05$). The test results indicated that the more important brand name was when selecting clothing, the more positive were teens' attitudes toward imported brand name apparel prestige. Teens for whom brand name was important tended to perceive imported brand name apparel as being more prestigious.

Hypothesis 5:

There will be a significant positive relationship between teens' scores for brand name in selecting clothes and their attitude scores toward imported brand name apparel *fashionability*.

The fifth hypothesis was supported. The test results suggested that there was a significant positive relationship between teens' use of brand name when selecting clothing and their attitude scores toward imported brand name apparel fashionability ($r=0.203$, $p\leq0.05$). Teens who perceived brand name as a more influential factor in selecting apparel also possessed more positive perceptions of the fashionability of imported brand name apparel.

Hypothesis 6:

There will be a significant positive relationship between teens' scores for brand name in selecting clothes and their attitude scores toward imported brand name apparel *durability*.

This hypothesis was not supported ($r=0.058$, $p=0.373$). The test suggested that the teens who used brand name as a criterion when selecting clothes did not necessarily perceive imported brand name apparel to have better durability.

Hypothesis 7:

There will be a significant positive relationship between teens' scores for brand name in selecting clothes and their attitude scores toward imported brand name apparel *monetary value*.

The seventh hypothesis was not supported ($r=0.066$, $p=0.318$). The results suggested that teens who perceived brand name as an important clothing selection criterion did not exhibit more positive attitudes toward the monetary worth of imported brand name apparel than did those teens who were less likely to use brand names when shopping.

Hypothesis 8:

There will be a significant positive relationship between teens' scores for brand name in selecting clothes and their attitude scores toward imported brand name apparel *availability*.

This hypothesis was not supported ($r=0.093$, $p=0.157$). Teens who used brand name more often as a criterion for selecting clothes did not possess more positive attitudes about the availability of imported brand name apparel than did teens for whom brand name was a less influential shopping criterion.

Hypothesis 9:

There will be a significant positive relationship between teens' scores for fashion magazines as a source of fashion information and their attitude scores toward imported brand name apparel *appearance*.

Correlation analysis did not support this hypothesis ($r=0.110$, $p=0.093$). The test result suggested that teens who most often used fashion magazines as a source of apparel information, did not necessarily express more positive attitudes toward the appearance of imported brand name apparel.

Hypothesis 10:

There will be a significant positive relationship between teens' scores for fashion magazines as a source of fashion information and their attitude scores toward imported brand name apparel *prestige*.

This hypothesis was not supported ($r=0.114$, $p=0.083$). Teens who used fashion magazines more frequently did not possess more positive attitudes toward the prestige of imported brand name apparel.

Hypothesis 11:

There will be a significant positive relationship between teens' scores for fashion magazines as a source of fashion information and their attitude scores toward imported brand name apparel *fashionability*.

This hypothesis was supported ($r=0.211$, $p\leq 0.05$). Teens who used fashion magazines as a primary source of fashion information tended to perceive imported brand name apparel as more fashionable.

Hypothesis 12:

There will be a significant positive relationship between teens' scores for fashion magazines as a source of fashion information and their attitude scores toward imported brand name apparel *durability*.

Hypothesis 12 was not supported ($r=0.001$, $p=0.985$) by the correlation analysis test. Test results suggested that teens who used fashion magazines more often did not possess more positive attitudes toward the durability of imported brand name apparel.

Hypothesis 13:

There will be a significant positive relationship between teens' scores for fashion magazines as a source of fashion information and their attitude scores toward imported brand name apparel *monetary value*.

Hypothesis 13 was rejected ($r=0.128$, $p=0.051$). Statistical testing suggested that teens who used fashion magazines more frequently as a source of fashion information did not perceive the monetary value of imported brand name apparel as being exceptional.

Hypothesis 14:

There will be a significant positive relationship between teens' scores for fashion magazines as a source of fashion information and their attitude scores toward imported brand name apparel *availability*.

Hypothesis 14 was supported ($r=0.147$, $p\leq 0.05$). Correlation analysis suggested that teens who used fashion magazines more frequently tended to hold more positive attitudes toward the availability of imported brand name apparel.

Hypothesis 15a:

There will be significant differences in teens' attitudes toward imported brand name apparel *appearance*, in relation to their choice of preferred brand for a shirt.

Before the economic crisis:

Hypothesis 15a was tested and supported by a two-independent samples t-test. Teens who preferred an imported Guess shirt before the economic crisis held significantly different views of imported brand name apparel appearance from persons preferring the domestic Lea shirt ($t=2.641$, $df=231$, $p\leq 0.05$). Teens who preferred the Guess shirt expressed more positive attitudes toward the appearance of imported brand name apparel than did teens who chose the Lea shirt.

During the economic crisis:

Hypothesis 15a also was supported for responses indicative of purchase decisions during the crisis. There were significant differences in teens' attitudes toward the appearance of imported brand name apparel in relation to their choice of brand for a shirt ($t=3.367$, $df=228$, $p\leq 0.05$). Teens who chose the Guess shirt possessed more positive

attitudes toward the appearance of imported brand name apparel than those who chose the Lea brand.

Hypothesis 15b:

There will be significant differences in teens' attitudes toward imported brand name apparel *appearance*, in relation to their choice of preferred brand for jeans.

Before the economic crisis:

Hypothesis 15b was not supported ($t=1.666$, $df=231$, $p=0.097$). The test result revealed no significant differences in the rating of imported brand name apparel appearance between teens who preferred the Guess brand versus the Lea brand of jeans.

During the economic crisis:

Hypothesis 15b was supported. Significant differences were found in rating the appearance of imported brand name apparel between teens who preferred the Guess brand versus Lea brand for jeans ($t=2.530$, $df=228$, $p\leq 0.05$). The most positive evaluations for the appearance of imported brand name apparel were expressed by teens preferring the Guess jeans.

Hypothesis 15	t	df	p	Mean	SD
Var: Appearance of IBNA					
- shirt 1 (Guess) before crisis	2.641	231	0.009*	4.068	0.734
- shirt 2 (Lea) before crisis				3.792	0.749
- Jeans 1 (Guess) before crisis	1.666	231	0.097	4.046	0.701
- Jeans 2 (Lea) before crisis				3.875	0.817
- Shirt 1 (Guess) during crisis	3.367	228	0.001*	4.238	0.640
- Shirt 2 (Lea) during crisis				3.874	0.762
- Jeans 1 (Guess) during crisis	2.530	228	0.012*	4.190	0.606
- Jeans 2 (Lea) during crisis				3.907	0.774

* Significant at $p\leq 0.05$

Hypothesis 16a:

There will be significant differences in teens' attitudes toward imported brand name apparel *prestige*, in relation to their choice of preferred brand for a shirt.

Before the economic crisis:

Hypothesis 16a was supported ($t=3.142$, $df=231$, $p\leq 0.05$). Significant differences existed in the ratings of imported brand name apparel prestige between teens who preferred a Guess brand shirt versus a Lea brand shirt. The most positive attitudes toward imported brand name apparel prestige were presented by the teens choosing the Guess shirt.

During the economic crisis:

Hypothesis 16a was not supported. There were no significant differences in teens' attitudes toward the prestige of imported brand name apparel between those who preferred the Guess versus the Lea shirt ($t=0.425$, $df=228$, $p=0.671$).

Hypothesis 16b:

There will be significant differences in teens' attitudes toward imported brand name apparel *prestige*, in relation to their choice of preferred brand for jeans.

Before the economic crisis:

Hypothesis 16b was not supported by the t-test ($t=1.949$, $df=231$, $p=0.053$). There were no significant differences in the ratings of imported brand name apparel prestige between teens who preferred the Guess brand versus the Lea brand of jeans.

During the economic crisis:

Hypothesis 16b also was not supported by the test results that revealed current

purchase preferences ($t=1.535$, $df=228$, $p=0.126$). There were no significant differences in rating imported brand name apparel prestige between teens who preferred the Guess brand versus the Lea brand of jeans during bad economic conditions.

Hypothesis 16	t	df	p	Mean	SD
Var: Prestige of IBNA					
- shirt 1 (Guess) before crisis	3.142	231	0.002*	4.093	0.947
- shirt 2 (Lea) before crisis				3.639	1.167
- Jeans 1 (Guess) before crisis	1.949	231	0.053	4.052	0.979
- Jeans 2 (Lea) before crisis				3.775	1.125
- Shirt 1 (Guess) during crisis	0.425	228	0.671	4.000	0.933
- Shirt 2 (Lea) during crisis				3.934	1.087
- Jeans 1 (Guess) during crisis	1.535	228	0.126	4.138	0.907
- Jeans 2 (Lea) during crisis				3.895	1.082

* Significant at $p \leq 0.05$

Hypothesis 17a:

There will be significant differences in teens' attitudes toward imported brand name apparel *fashionability*, in relation to their choice of preferred brand for a shirt.

Before the economic crisis:

Hypothesis 17a was supported ($t=2.578$, $df=231$, $p \leq 0.05$). T-test results suggested that teens who preferred an imported Guess shirt held significantly different views of imported brand name apparel fashionability than did persons preferring the domestic Lea shirt. The most positive attitudes toward imported brand name apparel fashionability were expressed by persons preferring the Guess shirt.

During the economic crisis:

Hypothesis 17a also was supported for data reflecting purchase intentions during the bad economy ($t=1.951$, $df=228$, $p \leq 0.05$). The test result revealed significant differences in the rating of fashionability of imported brand name apparel between teens

who preferred the Guess versus the Lea brand of shirt. Teens who preferred the Guess shirt expressed the most positive attitudes toward the fashionability of foreign brand name apparel.

Hypothesis 17b:

There will be significant differences in teens' attitudes toward imported brand name apparel *fashionability*, in relation to their choice of preferred brand for jeans.

Before the economic crisis:

Hypothesis 17b was supported ($t=2.386$, $df=231$, $p\leq 0.05$). The results indicated that significant differences existed in the ratings of imported brand name apparel fashionability between teens who preferred Guess versus Lea jeans, with teens preferring the Guess brand expressing more positive perceptions of foreign brand name apparel fashionability.

During the economic crisis:

Hypothesis 17b was not supported ($t=2.210$, $df=228$, $p=0.052$). There were no significant differences in rating the fashionability of imported brand name apparel between teens who chose the Guess brand versus the Lea brand for jeans.

Hypothesis 17	t	df	p	Mean	SD
Var: Fashionability of IBNA					
- shirt 1 (Guess) before crisis	2.578	231	0.011*	4.205	0.767
- shirt 2 (Lea) before crisis				3.917	0.835
- Jeans 1 (Guess) before crisis	2.386	231	0.018*	4.209	0.749
- Jeans 2 (Lea) before crisis				3.950	0.855
- Shirt 1 (Guess) during crisis	1.951	228	0.028*	4.302	0.663
- Shirt 2 (Lea) during crisis				4.042	0.838
- Jeans 1 (Guess) during crisis	2.210	228	0.052	4.293	0.649
- Jeans 2 (Lea) during crisis				4.058	0.836

* Significant at $p\leq 0.05$

Hypothesis 18a:

There will be significant differences in teens' attitudes toward imported brand name apparel *durability*, in relation to their choice of preferred brand for a shirt.

Before the economic crisis:

Hypothesis 18a was rejected ($t=1.509$, $df=231$, $p=0.133$). Test results revealed no significant differences in teens' attitudes toward imported brand name apparel durability, in relation to their choices of a brand for a shirt.

During the economic crisis:

Again, hypothesis 18a was rejected ($t=0.384$, $df=228$, $p=0.701$). The t-test revealed no significant differences in rating imported brand name apparel durability between teens who chose the Guess brand versus the Lea brand of shirt.

Hypothesis 18b:

There will be significant differences in teens' attitudes toward imported brand name apparel *durability*, in relation to their choice of preferred brand for jeans.

Before the economic crisis:

Hypothesis 18b was rejected ($t=1.573$, $df=228$, $p=0.146$). There were no significant differences in teens' attitudes toward imported brand name apparel durability in relation to their choices of preferred brands of jeans.

During the economic crisis:

Again, hypothesis 18b was rejected in regards to purchase intentions during the crisis ($t=1.460$, $df=231$, $p=0.117$). There were no significant differences in teens' attitudes toward the durability of imported brand name apparel between persons who chose the Guess versus the Lea brand of jeans.

Hypothesis 18	t	df	p	Mean	SD
Var: Durability of IBNA					
- Shirt 1 (Guess) before crisis	1.509	231	0.133	4.168	0.691
- Shirt 2 (Lea) before crisis				4.014	0.778
- Jeans 1 (Guess) before crisis	1.460	231	0.146	4.170	0.677
- Jeans 2 (Lea) before crisis				4.025	0.795
- Shirt 1 (Guess) during crisis	0.384	228	0.701	4.143	0.692
- Shirt 2 (Lea) during crisis				4.102	0.733
- Jeans 1 (Guess) during crisis	1.573	228	0.117	4.241	0.683
- Jeans 2 (Lea) during crisis				4.070	0.730

* Significant at $p \leq 0.05$

Hypothesis 19a:

There will be significant differences in teens' attitudes toward imported brand name apparel *monetary value*, in relation to their choice of preferred brand for a shirt.

Before the economic crisis:

Hypothesis 19a was supported ($t=2.435$, $df=231$, $p \leq 0.05$). There were significant differences in teens' attitudes toward the monetary value of imported brand name apparel between persons who chose the Guess brand versus the Lea brand of shirt. A cross tabulation test suggested that teens who preferred the Guess shirt possessed more positive attitudes toward the monetary worth of imported brand name apparel compared to teens who preferred the Lea shirt.

During the economic crisis:

Hypothesis 19a was not supported ($t=1.707$, $df=228$, $p=0.089$). Test results revealed no significant differences in teens' attitudes toward the monetary value of imported brand name apparel between teens who preferred the Guess brand versus the Lea brand of shirt.

Hypothesis 19b:

There will be significant differences in teens' attitudes toward imported brand name apparel *monetary value*, in relation to their choice of preferred brand for jeans.

Before the economic crisis:

Hypothesis 19b was supported ($t=2.104$, $df=231$, $p\leq 0.05$). There were significant differences in teens' attitudes toward the monetary value of imported brand name apparel in relation to their choice of preferred brand for jeans. A cross tabulation test suggested that teens who preferred the Guess jeans possessed more positive attitudes toward the monetary worth of imported brand name apparel than teens who chose the Lea jeans.

During the economic crisis:

Hypothesis 19b was not supported ($t=1.234$, $df=228$, $p=0.219$). There were no significant differences in teens' attitudes toward the monetary value of imported brand name apparel in relation to their choices of the Guess brand versus the Lea brand for jeans.

Hypothesis 19	t	df	p	Mean	SD
Var: Monetary value of IBNA					
- shirt 1 (Guess) before crisis	2.435	231	0.016*	3.460	1.230
- shirt 2 (Lea) before crisis				3.014	1.420
- Jeans 1 (Guess) before crisis	2.104	231	0.036*	3.451	1.230
- Jeans 2 (Lea) before crisis				3.075	1.412
- Shirt 1 (Guess) during crisis	1.707	228	0.089	3.556	1.175
- Shirt 2 (Lea) during crisis				3.228	1.343
- Jeans 1 (Guess) during crisis	1.234	228	0.219	3.500	1.128
- Jeans 2 (Lea) during crisis				3.326	1.357

* Significant at $p \leq .05$

Hypothesis 20a:

There will be significant differences in teens' attitudes toward imported brand name apparel *availability*, in relation to their choice of preferred brand for a shirt.

Before the economic crisis:

Hypothesis 20a was not supported ($t=0.130$, $df=231$, $p=0.897$). There were no significant differences in teens' attitudes toward imported brand name apparel availability and their choices of a preferred brand for a shirt.

During the economic crisis:

Again, hypothesis 20a was not supported ($t=0.002$, $df=228$, $p=0.999$). Test results revealed no significant differences in teens' attitudes toward the availability of imported brand name apparel between teens who chose the Guess brand versus the Lea brand for a shirt.

Hypothesis 20b:

There will be significant differences in teens' attitudes toward imported brand name apparel *availability*, in relation to their choice of preferred brand for jeans.

Before the economic crisis:

Hypothesis 20b was not supported ($t=-0.715$, $df=231$, $p=0.475$). The test results suggested that no significant differences existed in the rating of imported brand name apparel availability between teens who preferred Guess versus Lea jeans.

During the economic crisis:

Hypothesis 20b was not supported ($t=1.123$, $df=228$, $p=0.263$). There were no significant differences in teens' attitudes toward the availability of imported brand name apparel in relation to their choice of a preferred brand for jeans.

Hypothesis 20	t	df	p	Mean	SD
Var: Availability of IBNA					
- shirt 1 (Guess) before crisis	0.130	231	0.897	3.627	0.813
- shirt 2 (Lea) before crisis				3.611	1.015
- Jeans 1 (Guess) before crisis	-0.715	231	0.475	3.588	0.831
- Jeans 2 (Lea) before crisis				3.675	0.965
- Shirt 1 (Guess) during crisis	0.002	228	0.999	3.635	0.789
- Shirt 2 (Lea) during crisis				3.635	0.901
- Jeans 1 (Guess) during crisis	1.123	228	0.263	3.741	0.739
- Jeans 2 (Lea) during crisis				3.593	0.910

* Significant at $p \leq .05$

Hypothesis 21:

There will be a significant positive relationship between the scores for brand name, as a criteria for selecting clothes on the clothing selection test and the scores for fashion magazines, as a source of information on the fashion information test.

Hypothesis 21 was tested by correlation analysis and was supported ($r=0.159$, $p \leq 0.05$). There was a significant positive relationship between teens' scores for brand name, as a criterion for selecting clothes, and their scores for fashion magazines, as a source of fashion information. The findings suggested that teens who used brand name as a criteria when selecting clothes also used fashion magazines as a primary source of

fashion information. A cross tabulation statistical test suggested that the most important attributes of imported brand name apparel to fashion magazines readers were fashionability (37.5%), appearance (36.2%), durability (32.8%), prestige (31.1%), and availability (25.1%) in descending order.

Summary of Results

Overall, 6 out of 21 hypothesis were supported by the test results. In addition, six categorical hypotheses pertaining to measuring reactions to two types of products (jeans and shirt) under two different economic conditions (before and during the economic crisis) were all partially supported.

The first hypothesis was supported and revealed that allowance and the frequency with which brand name is used when shopping are positively related. The second research hypothesis was rejected by test results, indicating that allowance does not determine the frequency with which fashion magazines are used as a source of fashion information.

The third, fourth, and fifth hypotheses were supported. Research findings suggested that teens who indicated that brand name was an influential criterion when purchasing clothes tended also to perceive imported brand name apparel as having appearance, prestige, and fashionability superior to domestic apparel.

The sixth, seventh, and eighth hypotheses were rejected by the test results. Teens who use brand name as a criteria when selecting apparel did not necessarily perceive imported brand name apparel as having better durability, monetary worth, or availability.

The ninth, tenth, twelfth, and thirteenth hypotheses were not supported. Teens who frequently used fashion magazines as a source of fashion information did not tend to

hold more positive attitudes toward the appearance, prestige, durability, and monetary worth of imported brand name apparel.

The eleventh and fourteenth hypotheses were supported. Teens who used fashion magazines as a primary source of fashion information tended to perceive imported brand name apparel as more fashionable and available than domestic apparel.

Peer groups, fashion magazines, and parents were reported as the most frequently used sources for fashion information. Other sources which sometimes were used included: television, apparel displayed in stores, and other types of magazines. Indonesian teens reported that they infrequently use newspapers, sales clerks, famous endorsers, or fashion shows to attain fashion information. A summary of means and standard deviations for fashion information sources is presented in appendix H.

The most important criteria for selecting apparel among Indonesian metropolitan teens were fit/comfort. Other criteria that were of less importance included ease of care, fiber content, color, and price. Store name and country of origin were not important criteria in the apparel selection process for many teens.

CHAPTER V

DISCUSSION

In this chapter, the researcher will discuss the research findings in relation to the following topics:

1. teens' allowances in relation to the frequency with which specific clothing selection criteria were used;
2. teens' allowances in relation to the use of fashion information sources;
3. teen's use of fashion magazines in relation to teens' behavior when selecting apparel;
4. age differences in relation to the use of clothing selection criteria and fashion information sources;
5. gender differences in relation to the use of clothing selection criteria;
6. gender differences in relation to the use of fashion information sources;
7. high school differences in relation to preferred brands;
8. teens' attitudes toward imported brand name apparel attributes in relation to changes in their brand preferences before and during an economic crisis;
9. other interesting and significant test results; and
10. theoretical analysis of the results.

In general, the test results revealed that to Indonesian teens, the most important criterion to the selection of apparel was fit/comfort. Other attributes that were somewhat

important to apparel purchase decisions included color, style, price, quality of construction, and fiber content (in order of importance). Attributes of little importance were ease of care and brand name. Store name and country of origin were not important attributes to teens when making apparel purchases. Similarly, Dickerson (1982) and Hester (1986) indicated that country of origin did not influence American consumers at the point-of-purchase, even though the consumers indicated that they preferred domestic apparel to imported apparel.

Teens' Allowances in Relation to the Usage of Clothing Selection Criteria

The research results suggested that teens who possessed larger allowances tended to more frequently use brand name as a clothing selection criterion than teens with lesser allowance. This result supports the conclusion of Huddleston & Cassill (1990), who suggested that as the amount of money spent on apparel increases, consumers are more likely to be brand oriented. Teens with larger allowances may make greater use of a brand name when shopping because a brand often designates which items are more expensive, and therefore more economically prestigious.

Teens equipped with large allowances might also use brand name as a visible indicator of social status. The teen years are a confusing stage for youth, as they strive to find self-identity. Large allowance teens may desire apparel that strengthens their social identity by differentiating them from their lower class counterparts. Therefore, teens with large allowances may use brand name apparel to symbolize both their social and economic status in the eyes of peers. In contrast, teens with small allowances reported that the prestige of apparel was not a criterion that influenced their shopping decisions.

In the current study, allowances were found to be inversely related to teens'

perceptions of price as an influential factor when selecting clothes. Price was more influential as the value of teens' allowances decreased. Large allowance teens, equipped with parental financial support, are able to purchase high priced apparel. Their financial ability to purchase would make them less influenced by price when purchasing apparel. On the other hand, teens with less financial ability to purchase expensive apparel would be more influenced by price when shopping for apparel.

The use of style as a purchase criterion was positively related to teens' allowances. As the amount of teens' allowances increased, style became a more important factor in the apparel selection process. Teens with less restrictive allowances, therefore, may serve as fashion leaders to their middle and lower allowance counterparts.

Teens from all levels of allowances perceived fit/comfort as the most influential criteria when selecting apparel. On the other hand, the least influential criteria for these Indonesian teens, regardless of allowance, were store name and country of origin. These findings suggested that Indonesian metropolitan teens did not consciously care about the names of the stores or the countries from which the apparel is imported. Further study is needed to investigate the relationships between store name and country of origin, on the one hand, and those criteria which *do* influence teen purchasing, such as price, style, and (among upper income youth) prestige.

Teens' Allowances in Relation to the Usage of Fashion Information Sources

There were no significant relationships found between teens' allowances and the frequency with which any of the types of fashion information sources were used. Most Indonesian teens indicated peers, parents, and fashion magazines were the most used sources for fashion information despite the amount of allowances that they received.

Previous research on American adolescents by Moschis (1987) found that the higher the social class of adolescents, the more frequently they communicate with their parents and the more frequently they read both advertising and news items. In contrast, Tootelian and Gaedeke (1992) found that American students from a lower income school area most frequently described parents as the primary source of clothing information. The researcher concluded that the consultation of parents for fashion information by Indonesian teens at all economic levels might be due to cultural differences between teens in Indonesia and teens in the United States. For example, Indonesian teens have high respect for and are close to their parents, and avoid the teen-parent conflicts often found in American homes.

Technology and the availability of mass media also might affect Indonesian teens' behavior in regards to seeking fashion information. Based on the researcher's observations, Indonesian television stations seldom are used by apparel businesses as a marketing tool to advertise apparel products. Internet communication devices recently have been introduced to Indonesian teens. However, at this writing, no apparel businesses in Indonesia use the Internet to market apparel products. Different from Indonesia, American apparel businesses (such as GAP shopping on line) have been using Internet as their new marketing tools to directly sell products to end customers, and television advertising also promotes apparel. The lack of these resources may increase Indonesian teens' reliance upon fashion magazines, peers, and parents.

Teen's Use of Fashion Magazines in Relation to their Behavior When Selecting Apparel

A correlation analysis test indicated that teens who were most influenced by brand name when selecting clothing also tended to read fashion magazines more often. Teens

who often read fashion magazines also perceived imported brand name apparel as being readily available and easy to find within the city of Jakarta. Teens who usually read fashion magazines also tended to possess more positive attitudes toward the fashionability of imported brand name apparel.

Teens obtain copious amounts of information from reading fashion magazines, including information about imported apparel which can lead them to perceive the apparel made by a foreign country as possessing more fashionable and up-to-date styling than domestic products. This may especially be true in the case of the Indonesian teens who read both Indonesian and American fashion magazines and who possessed the most positive attitudes toward the appearance, monetary worth, and availability of imported brand name apparel. Also, foreign made apparel may be perceived as superior because apparel designers and manufacturers in developed countries often are believed to possess greater skill, knowledge, and experience than domestic designers and manufacturers. More than 80% of the respondents perceived imported brand name apparel as more fashion-forward and up-to-date than domestic apparel.

Variance in the influence of brand name upon clothing selection, was related to the type of fashion magazine read by Indonesian teens. The students who were not influenced by brand name read the *Gadis* magazine more often than other available magazines. The group that was slightly influenced by brand name when selecting apparel often read the *Kawanku* magazine. The *Hai* magazine usually was read by teens who did use brand name when choosing apparel. *Gadis*, *Kawanku*, and *Hai* magazines are similar to the *Seventeen*, *Teen*, and *Young and Modern* magazines in the United States, in terms of target audience and contents. The target market for *Gadis* magazines consists of

female teenagers (ages 13-17), who are interested in beauty information, personal relationships, self improvement, and food recipes. Hai magazines are targeted toward male and female teens who are more interested in music, public figure/celebrity interviews, health and beauty trends, and education-related information. Kawanku magazines are targeted to very young teens (ages 12-16) who are interested in school activity reports, young celebrity cover stories, and educational consultation/reports.

The most important features of imported brand name apparel to fashion magazines' readers were fashionability, appearance, durability, prestige, and availability. The monetary value of imported brand name apparel apparently was not an important feature to these teens. Fashion conscious Indonesian teens who frequently use brand name when selecting apparel tend to desire high fashion apparel, and imported brands are perceived to be stylish, durable, prestigious, and available. Teens who read both Indonesian and American fashion magazines possessed more positive attitudes toward appearance, monetary value, and availability of imported brand name apparel than teens who read only Indonesian magazines. The researcher reasoned that Indonesian teens who read domestic and foreign magazines thereby acquire greater knowledge and interest toward foreign brand name apparel than teens who read only Indonesian magazines. However, these teens also may possess greater interest in foreign products in general, which then motivates acquisition of both foreign magazines and apparel. Further research is needed to determine whether there is a sequential relationship or an associative relationship between the use of foreign magazines and teens' interest in foreign apparel.

Age Differences in Relation to Clothing Selection Criteria and Fashion Information

Sources

Pearson correlation was used to determine the relationship between age and clothing selection criteria and fashion information sources. Age evidenced a significant negative relationship with price as a criterion in selecting apparel. Older teens tended to be less influenced by price when making purchase decisions than their younger counterparts. Test results indicated that older teens possessed higher allowances than younger teens. Because older teens have more money to spend on apparel, their purchase decisions were less influenced by price than their younger counterparts. Age was not significantly related to other apparel purchase criteria or to the frequency with which all of the types of fashion information sources were used by teens.

Gender Differences in Relation to the Use of Clothing Selection Criteria

A t-test was used to analyze the gender variable in relation to usage of brand name when selecting apparel. Females and males were found to be significantly different in the frequency with which brand name was used when selecting apparel, with males more influenced by brand name. Test results also suggested that the influence of country of origin in apparel purchasing was significantly different between males and females, with males being more influenced by country of origin than females. These results suggest that males may rely more upon clear-cut, tangible, labelled indicators of apparel desirability while females may be more sensitive to less well-defined indicators, such as style or prestige.

Dickerson (1987) found that when men and women in the United States ranked attributes used for selecting apparel (highest to lowest: country of origin, style, price,

care, and quality), both genders ranked country of origin as influential, with women reporting more sensitivity to country of origin than men. Therefore, the results of the current investigation did not fully support the findings of this previous study, in which both genders were influenced by the country of origin. The results of current and previous studies may differ due to differences in the ages or culture backgrounds of the sample participants. In Dickerson's investigation, respondents were American consumers between the ages of 25 and 54.

Indonesian males and females also were differently influenced by prestige as a criterion for selecting apparel. Females evidenced greater concern about the prestige value of apparel, possibly because females tend to use apparel more often to enhance their self-esteem and to gain social approval than do males. Males may prefer to use more "masculine" types of products than apparel to gain social recognition, such as automobiles and audio/stereo goods.

Gender Differences in Relation to the Use of Fashion Information Sources

Both sexes also were found to be significantly different in the frequency with which they used parents as a source to attain fashion information, with females consulting parents more frequently. This fact may be due to the closer relationships that Indonesian females often have with parents.

T-tests revealed that males and females were significantly different in the frequency with which boyfriends or girlfriends and fashion magazines were used to acquire fashion information. Males used girlfriends more frequently to attain fashion information than females consulted boyfriends. This fact, along with the greater reliance upon label information by males, again suggests that apparel may represent a product area

about which males feel less self-confidence when making independent decisions than do females. On the other hand, females consulted fashion magazines more than did male respondents.

Equal variances t-test results implied that the frequency with which apparel displayed in the stores was used as a source of fashion information differed significantly between males and females. Females used apparel displays in stores more, probably because females go shopping more frequently than male respondents.

Fashion shows were used by few of the research participants as a place to gather fashion information. However, fashion shows were dominantly attended by female audiences, and probably represent a place for social gathering as well as for attaining fashion information.

High School Differences in Relation to Preferred Brands

Before and during the economic crisis, the respondents from different high schools (public or private) indicated significant differences in their choices of preferred brands when purchasing both a shirt and jeans. Teens enrolled in the private high school tended to prefer imported brand name apparel (Guess) because it was perceived as more prestigious and possessing better overall quality than domestic Indonesian apparel. Private high school teens may have more opportunities to travel abroad than public school teens. Therefore, private school teens may have more chances to attain fashion-related information about foreign brands during their travels compared to their public school counterparts. Private school teens were not found to be significantly different from public school teens in relation to the type of fashion magazines (domestic or foreign) read. The majority of teens studying in the private high school tended to possess

larger allowances because they probably came from middle and upper economic class families. Equipped with more money to spend on apparel, private high school teens may be able to indulge in more expensive imported brand name apparel. Teens enrolled in the public high schools preferred domestic brand (Lea) because they perceived it to be far less expensive and almost of equal quality (e.g. fabric and construction) to foreign brand name apparel.

Teens' Attitudes toward Imported Brand Name Apparel Attributes in Relation to Changes of Their Brand Preferences Before and During an Economic Crisis

The test results that measured the teens' attitudes toward the *appearance* of imported brand name apparel in relation to their preferences for the Guess brand versus the Lea brand of jeans did not reveal a significant relationship before the economic crisis, but did indicate a relationship during the crisis. The researcher suggests that before the economic crisis, imported brand name apparel was more affordable than during the crisis. As the price of imported apparel rose, the need to justify purchasing or not purchasing may have prompted more differentiated perceptions of domestic versus imported brands. Positive evaluations for the appearance of imported brand name apparel were expressed by teens who preferred the imported Guess jeans. The reasons stated by the teens choosing the Lea brand during the crisis suggested that their parents had instructed them not to buy foreign made apparel in order to save extra money for other important daily needs. To preserve self-esteem, these teens may have psychologically devalued the unattainable product resulting in less positive perceptions of imported brand name apparel appearance.

In contrast, however, there were significant differences found in the rating of

imported brand name apparel *fashionability* and *monetary value* between teens who preferred the Guess brand versus the Lea brand for jeans before the economic crisis. However, no significant differences were found for these responses during the economic crisis. Similarly, before the economic crisis, teens who preferred the Guess brand shirt versus the Lea brand shirt possessed different attitudes toward the *prestige* and *monetary value* of imported brand name apparel. However, during the crisis, the test results suggested no such differences. It may be that the price of Guess brand apparel and the purchasing power of Indonesian money were so disparate during the bad economic condition that even those people who still selected the imported brand may have had difficulty justifying the monetary value of that choice. Also, the concept of “fashionability” suggests social approval or admiration. In a time of economic crisis, purchasing high priced goods may be less fashionable, thereby impacting the perceived fashionability of high cost imported merchandise.

Other Interesting and Significant Test Results

Teens who perceived brand name as an important clothing selection criteria did not exhibit more positive attitudes toward the monetary worth of imported apparel. However, teens who used brand name to select apparel tended to believe that foreign brand name apparel possessed better appearance, more prestige, and more fashionability than domestic brand name apparel. These attributes of foreign brand name apparel have led brand oriented Indonesian teens to prefer imported brand name apparel to domestic apparel, and to use brand name frequently as a clothing selection criterion. Apparently the better appearance, prestige, and fashionability of imported brand name apparel do not translate into a perception of greater monetary value. Monetary value, therefore, may be

an attribute linked to more physical characteristics of the product, such as fabric or construction.

In conclusion, the Indonesian metropolitan teens with greater allowances used brand name as a clothing selection criteria, read fashion magazines as a source to attain fashion information, and perceived imported brand name apparel to be superior in appearance, prestige, and fashionability compared to domestic brand name apparel. These teens may be the most likely ones to purchase brand name apparel in order to be accepted by peer members and to be perceived as fashionable. These high self-monitoring and fashion conscious teens also may have greater concern for their physical appearance in the social settings, and therefore prefer to purchase the perceived prestigious and fashionable brand name apparel to enhance their self-esteem.

Theoretical Analysis of the Results

The original theory proposed at the beginning of this research (Figure 2) suggested that a causal relationship exists between the demographic variable of socioeconomic class and the use 1) of clothing selection criteria and 2) fashion information sources. These latter variables subsequently were theorized to be related to attitudes toward brand name apparel (both imported and domestic). A causal relationship between attitudes and purchase behavior also was theorized.

In this study, allowance and type of high school were used as empirical indications of socioeconomic class. Teens with different allowances were found to use different clothing selection criteria. However, there were no significant relationships found between teens' allowances and the use of various kinds of fashion information sources.

Other demographic variables (age and gender) also were examined to determine their influence on the use of clothing selection criteria and fashion information sources among Indonesian urban teens. Age was negatively related to price as a criterion for selecting apparel and age was not found to be significantly related to the use of any of the types of fashion information sources. Gender was significantly related to the frequency with which brand name, country of origin, and prestige were used as criteria for selecting apparel. Females and males were significantly different in the frequency with which parents, boyfriends/girlfriends, store displays, and fashion shows were used as sources of fashion information. In general, these results support the theoretical hypothesis that a relationship exists between demographic variables and the use of clothing selection criteria and fashion information sources.

The clothing selection criterion of brand name was used to assess the theoretical relationship between clothing selection criteria and attitudes toward brand name apparel (in this case, imported brand name apparel) appearance, prestige, fashionability, durability, monetary value, and availability. The theorized relationship only was supported partially because the use of brand name was significantly related only to imported brand name apparel appearance, prestige, and fashionability.

The fashion information source of fashion magazines was used to assess the theoretical relationship between fashion information sources and attitudes toward (imported) brand name apparel appearance, prestige, fashionability, durability, monetary value, and availability. The theoretical relationship was partially supported. The frequency with which fashion magazines were used as a source of fashion information possessed significant relationships only with attitudes concerning the fashionability and

availability of imported brand name apparel. Teens who read both Indonesian and American fashion magazines possessed more positive attitudes toward appearance, monetary value, and availability of imported brand name apparel than teens who read only Indonesian magazines.

The researcher theorized that attitudes toward brand name apparel attributes evidence a sequential relationship with purchase behavior toward brand name apparel. In this study, attitudes toward imported apparel were used as an empirical indicator for brand name attitudes. The relationship of attitudes to purchase behavior was analyzed using correlation methodology. Although correlation methodology does not indicate the independent/dependent nature of relationship, the results did support the theorized existence of a relationship between attitudes and behavior.

The data suggested significant differences between teens' attitudes toward imported brand name apparel appearance and fashionability, in relation to their choice of preferred brands for a shirt. These differences were in evidence both before and during the economic crisis. The data only partially supported the theorized relationship in regards to attitudes toward imported brand name apparel prestige and monetary value as they influenced choices of a shirt (before and during the economic crisis). Similarly, the theorized relationship between attitudes toward imported brand name apparel appearance, fashionability, and monetary value and purchase behavior were only partially supported in regards to preferred jeans (before and during the economic crisis). Data pertaining to the relationship between attitudes toward imported brand name apparel durability and availability, in relation to jeans and shirt purchase behavior, did not support the theory.

The economic environment in Indonesia was not stable when the survey was

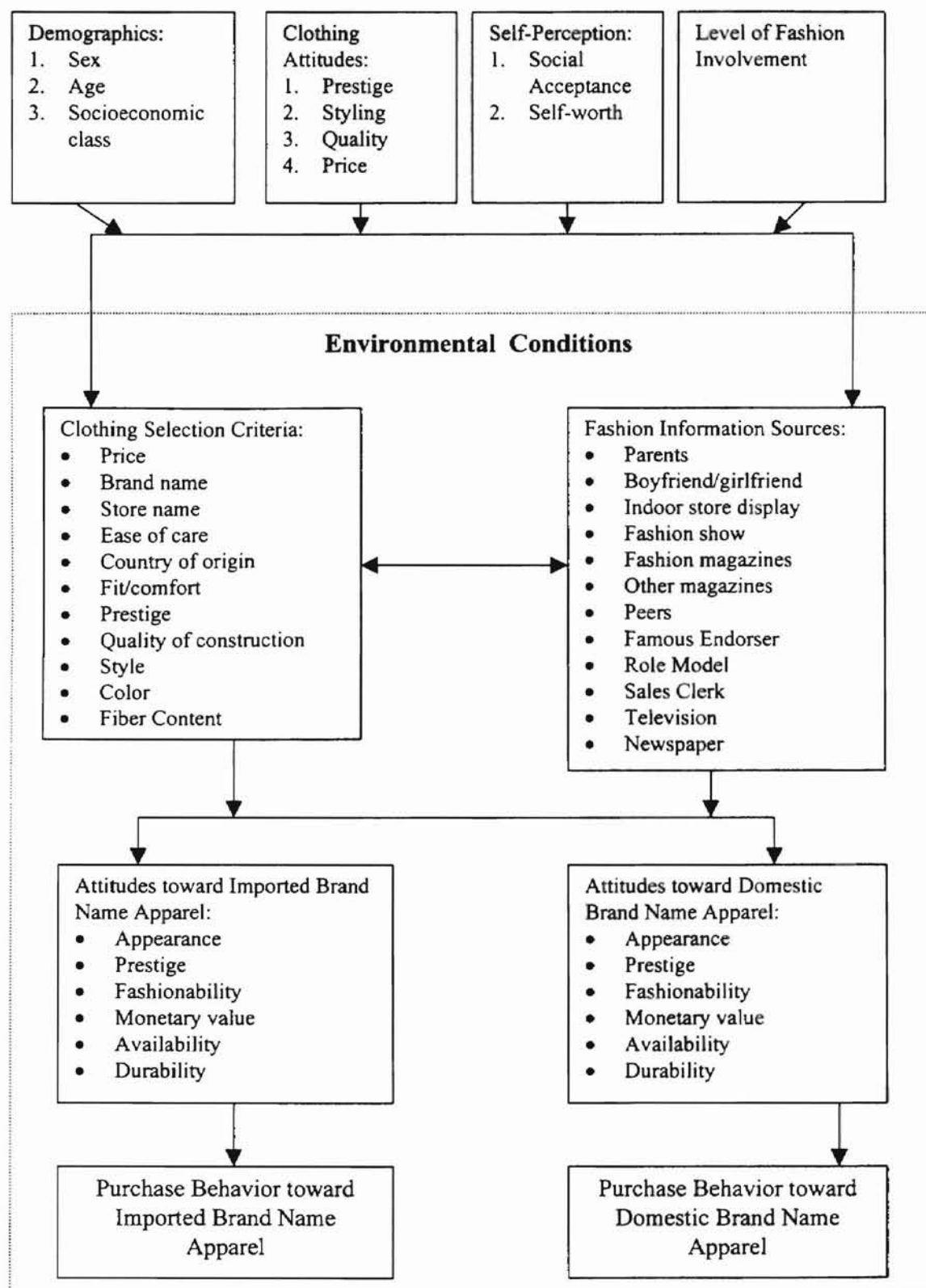
conducted. The country fell into a deep crisis in a very short period of time. Under the crisis shock, accompanied by high prices on food and a high unemployment rate, the majority of metropolitan Indonesian teens were forced by the situation to alter their attitudes and behavior when shopping for apparel. For example, the research data revealed that 42.42% of the respondents who preferred the more costly Guess shirt before the economic crisis, later preferred the less expensive domestic Lea shirt during the crisis; 41.99% of the respondents preferred Guess jeans before the crisis and Lea jeans during the crisis.

Based upon the above results, the research revealed the importance of environmental conditions to the theorized relationships. Environmental conditions are believed to have a significant impact upon the degree to which clothing selection criteria and fashion information sources ultimately influence consumer attitudes and behavior. Therefore, the original model was modified to include the concept of the environment within which the theoretical relationships occur. Figure 5 presents the new proposed model.

Also on the modified theory, a double-ended arrow was added between the variables "clothing selection criteria" and "fashion information sources" to suggest the possibility of 2-way interaction between these two theoretical units. For example, a need for selection criteria information may prompt the use of an information source, while information from a source may impact the reliance upon a criterion when shopping. Teens' use of brand name as a criterion when selecting apparel was found to be significantly related to the frequency with which fashion magazines were used as a source to attain fashion information. The need for information about brand names may

Figure 5

Modified Research Model



influence readership, and/or readership may influence the recognition and reliance upon brand. Additional research is needed to determine the degree to which *other* clothing selection criteria may be related to the use of other fashion information sources.

CHAPTER VI

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This research was conducted to examine the relationships among metropolitan Indonesian teenagers' allowances, the use of clothing selection criteria and fashion information sources, and teens' attitudes and behavior toward brand name apparel. The specific objectives of the study were:

1. to investigate the relationship between the buying power and clothing selection criteria used by Indonesian metropolitan teenagers;
2. to determine the relationship between teen buying power and the use of fashion information sources;
3. to examine the relationship between the use of brand name when selecting clothes and attitudes toward imported brand name apparel appearance, prestige, fashionability, durability, monetary value, and availability;
4. to investigate the relationship between the use of fashion magazines as a source of fashion information and attitudes toward imported brand name apparel appearance, prestige, fashionability, durability, monetary value, and availability;
5. to investigate the differences between teens' attitudes toward imported brand name apparel appearance, prestige, fashionability, durability, monetary value, and availability in relation to their choice of preferred brand;
6. to discover the metropolitan teens' willingness to purchase imported brands (Guess

jeans and shirt, made-in the USA) versus domestic brands (Lea jeans and shirt, made-in-Indonesia);

7. to discover the relationship between the use of brand name as a clothing selection criteria and the use of fashion magazines as a source of fashion information.

Summary of Procedures

A questionnaire, translated into the Indonesian language, was used for data collection. The questionnaire collected information related to: demographic characteristics, apparel selection criteria, fashion information sources, attitudes toward characteristics of imported brand name apparel, and purchasing intentions toward two brand names (Guess brand and Lea brand) before and during an economic crisis. All questions were developed by the researcher based on a review of the literature.

The instrument was pilot tested with 10 freshmen Indonesian students who were studying at Oklahoma State University. The pilot test responses were evaluated for the purpose of improving the questionnaire.

The data were collected from 235 high school students studying at either a private or a public high school at Jakarta, a metropolitan city in Indonesia. Data were collected at the beginning of the semester in the month of July 1998. Two hundred thirty-five usable questionnaires were analyzed.

Summary of Findings

Responses were examined concerning the influence of 11 product attributes upon clothing selection: price, color, fiber content, brand name, store name, ease of care, country of origin, fit/comfort, prestige, quality of construction, and style. For coding purposes, teens' buying power was categorized into three levels based on the amount of allowances received everyday (low, middle, and high) and analyzed for relationship to the criteria used for clothing selection. Teens with large allowances used brand name and style more often as an apparel selection criterion than did teens receiving lower allowances. Allowance was found to be inversely correlated with price as a clothing selection criterion suggesting the restricted buying power of lower income teens.

Teens' allowances were not positively correlated with the frequency with which fashion magazines were used as a source of fashion information. Allowances also were not correlated with the use of other types of fashion information sources: parents, peers, boyfriends/girlfriends, famous endorsers, role models, indoor store displays, sales clerks, fashion shows, televisions, newspapers, and other magazines.

Teens for whom brand name was an influential criterion when making purchasing decisions possessed more positive attitudes toward the appearance, prestige, and fashionability of imported brand name apparel. However, teens' use of brand name as a clothing selection criterion was not correlated with attitudes toward the durability, monetary value, and availability of imported brand name apparel.

A significant positive relationship was found between the level of importance that teens' placed on brand name as a criterion when purchasing apparel and the frequency with which fashion magazines were used as a source of fashion information. The use of

fashion magazines as a source of fashion information was not correlated with teens' attitudes toward imported brand name apparel appearance, prestige, durability, and monetary value. The frequency with which fashion magazines were consulted was positively correlated with teens' attitudes toward the fashionability and availability of imported brand name apparel.

Before the economic crisis, there were no differences in teens' attitudes toward imported brand name apparel appearance, availability, durability, and prestige in relation to their choice of preferred brand for jeans. However, there were significant differences in teens' attitudes toward imported brand name apparel monetary value and fashionability in relation to their choice of preferred brand for jeans.

During the economic crisis, significant differences were found in teens' attitudes toward the appearance and monetary value of imported brand name apparel, in relation to their choice of preferred jeans brand. During the poor economic condition, no significant differences were found in teens' attitudes toward availability, durability, fashionability, and prestige of imported brand name apparel in response to teens' preference for jeans.

The test results concerning purchasing behavior for a shirt before the economic crisis revealed no significant differences between teens' attitudes toward imported brand name apparel durability and availability in relation to their preferred brand for a shirt. However, there were significant differences in teens' attitudes toward imported brand name apparel prestige, fashionability, monetary value, and appearance, in relation to their preferred brand of shirt.

During the economic crisis, there were no significant differences found in teens' attitudes toward the prestige, durability, and availability of imported brand name apparel,

in relation to their choice of preferred brand for a shirt. However, significant differences were found in teens' attitudes toward imported brand name apparel appearance, monetary value, and fashionability, in relation to their choice of preferred brand for a shirt during the economic crisis.

Age was found to be significantly related to the influence of price upon apparel selection. Younger teens were more influenced by price than older teens. These findings may be supported by the fact that older teens possessed higher allowances than younger teens.

Gender was found to be significantly different in the frequency with which fashion shows, store displays, boyfriends or girlfriends, and parents were used as the source of fashion information. Female respondents used fashion shows, store displays, and parents more frequently than males. However, male respondents consulted their girlfriends more often than females consulted boyfriends about fashion information. There also were significant differences between males and females in relation to the level of influence prestige, country of origin, and brand name had upon clothing selection. Females were more influenced by the prestige of apparel, while males were more influenced by country of origin and brand name when selecting apparel.

Teens who enrolled in a particular high school (either private or public) were found to be significantly different in their choice of preferred brand for a shirt and jeans, both before and during the economic crisis. Teens from the private high school preferred the Guess brand for shirt and jeans. On the other hand, teens studying at a public school preferred the Lea brand of shirt and jeans.

Implications

These findings should be encouraging to apparel manufacturers, marketers, and retailers. Apparently, brand name plays a crucial role in determining large allowance Indonesian metropolitan teens' attitudes toward the appearance, prestige, and fashionability of foreign-made apparel. Foreign apparel manufacturers and retailers are advised to use fashion magazines to promote and advertise their products that are targeted toward youngsters in Indonesia. Fashion magazines can be a very effective device for influencing and strengthening wealthy teens' perceptions of the fashionability and availability of imported brand name apparel.

These findings can be very useful for both foreign and domestic apparel manufacturers. Foreign apparel manufacturers now may be able to influence Indonesian metropolitan teenagers' attitudes toward imported brand name apparel, recognize their sources of fashion information, understand the criteria that are important when making purchase decisions, and distinguish the purchasing intentions of teens toward their apparel products. Domestic Indonesian apparel manufacturers also can use these research findings to create new marketing strategies to sustain and increase market share and to compete positively with foreign manufacturers and retailers.

The research findings suggest that apparel businesses should use fashion magazines as a media to advertise new products and strengthen image and brand name. Image and brand name are very important parts of any marketing strategy. The majority of Indonesian metropolitan populations come from middle class households. In this study, teens with high and moderate allowances tended to use brand name when selecting apparel, and overall, Indonesian metropolitan teens possessed receptive attitudes toward

imported brand name apparel.

It is important for apparel manufacturers to recognize the positive attitudes that Indonesian teens have toward foreign brand name apparel. Foreign manufacturers may want to take advantage of this fact to penetrate the Indonesian teen apparel market. However, it is necessary for apparel businesses to acknowledge the tendency of Indonesian teens to alter their attitudes and purchase intentions toward imported brand name apparel when there is economic and political instability in the country. The Indonesian metropolitan teens are an under-served market that can be targeted for investment with appropriate planning. The results of this study suggest that apparel entities should focus on designing and manufacturing apparel for teens that offers good fit/comfort, fashionability, construction and materials, and (when targeting lower income youth in a negative economic climate), doing so at a reasonable price. Apparel businesses should consider advertising and marketing their products to Indonesian teens by emphasizing those apparel characteristics preferred by the metropolitan teens investigated in this study.

Recommendations for Future Study

The results of this study lead to the following recommendations for future research:

1. Conduct a survey with a larger, more representative sample. New research should gather data from more than one public and one private high school, and also should include more diverse metropolitan areas in Indonesia.
2. Further study young consumers in Indonesia during and after the economic crisis to determine other changes in purchase intentions and attitudes toward product attributes

(*i.e.* price, style, brand name, country of origin) as a result of economic transformation.

3. Conduct a similar study with several other foreign consumer groups (*i.e.* teens in Singapore, Malaysia, Hong Kong, Korea, and Japan) in order to assess differences and similarities in attitudes toward apparel, and to further investigate purchase intentions.
4. Further study the relationships between those clothing selection criteria and other fashion information sources not thoroughly analyzed by this investigation.
5. Conduct a similar study using apparel categories other than jeans and polo shirts, to determine if the results of this investigation are applicable to other forms of clothing.

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APPENDIX A
RESEARCH INSTRUMENT

The Study of Metropolitan Teenagers' Attitudes and Behavior Toward Apparel

Thank you for your participation in this survey. This brief survey will take only about 15 minutes to complete. Please read each direction and question carefully.

Demographic Questions:

The following questions are for classification purposes only. Please check (☒) the appropriate blank.

Sex: Male ☐ Female ☐

Age: 15 ☐ 16 ☐ 17 ☐ 18 ☐
 19 and above ☐

Race: Melayu ☐
 Chinese ☐
 Melayu/ Chinese ☐
 Others ☐

Please write down the amount of allowance that you receive from parents.

Amount of allowance: Rp _____

How frequently do you receive the allowance written above? Please check (☒) one of the choices below to indicate your answer:

- I receive this allowance each day ☐
- I receive this allowance each week ☐
- I receive this allowance each month ☐

Clothing Selection Criteria:

When you purchase clothes, how influential is each of the following criteria when you make a purchase decision? Please circle the appropriate number that represents your answer.

	Not Influential	Slightly Influential	Somewhat Influential	Influential	Very Influential
Price	1	2	3	4	5
Color	1	2	3	4	5
Fiber content	1	2	3	4	5
Brand name	1	2	3	4	5
Store name	1	2	3	4	5
Ease of care	1	2	3	4	5
Country of origin	1	2	3	4	5
Fit/comfort	1	2	3	4	5
Prestige	1	2	3	4	5
Quality of construction	1	2	3	4	5
Style	1	2	3	4	5

Fashion Information Sources:

From what sources do you acquire fashion information? For each of the twelve sources listed below, please circle the number that represents the frequency with which you discuss or consult that source for fashion information.

	Never Use	Infrequently Use	Sometimes Use	More Often Use	Frequently Use
Parents	1	2	3	4	5
Peer	1	2	3	4	5
Boyfriend/girlfriend	1	2	3	4	5
Famous endorser	1	2	3	4	5
Role model	1	2	3	4	5
Indoor store display	1	2	3	4	5
Sales clerk	1	2	3	4	5
Fashion show	1	2	3	4	5
Television	1	2	3	4	5
Newspaper	1	2	3	4	5
Fashion magazines	1	2	3	4	5
Other Magazines	1	2	3	4	5

Please write down the names of the magazines that you usually read:

Attitudes toward Imported Brand Name Apparel:

For the following six characteristics of Imported Brand Name Apparel (IBNA), please circle the appropriate number that rates each characteristic.

	Poor		Good		Excellent
Rate the appearance of IBNA	1	2	3	4	5
Rate the prestige of IBNA	1	2	3	4	5
Rate the fashionability of IBNA	1	2	3	4	5
Rate the durability of IBNA	1	2	3	4	5
Rate the monetary value of IBNA	1	2	3	4	5
Rate the availability of IBNA	1	2	3	4	5

Please answer the following questions according to your personal purchase intentions toward specific brand name of jeans and shirt before economic crisis strikes Indonesia.

Purchase Intentions before the economic crisis:

You are shopping for a new pair of jeans. Below are two options.

Brand Name	Guess Jeans	Lea jeans
Country of origin	USA	Indonesia
Quality	Good	Good
Color	Dark blue	Dark blue
Style	Relaxed fit	Relaxed fit

Which one would you choose? Please check (☒) the blank to represent your choice.

Guess jeans _____ Lea jeans _____

Why have you chosen this pair of jeans?

You are shopping for a new shirt. Below are two options.

Brand Name	Guess	Lea
Country of origin	USA	Indonesia
Quality	Good	Good
Color	White	White
Style	Golf (polo) shirt	Golf (polo) shirt

Which one would you choose? Please check (☒) the blank to represent your choice.

Guess shirt _____ Lea shirt _____

Why have you chosen this shirt?

Please answer the following questions according to your personal purchase intentions toward specific brand names of jeans and shirt during economic crisis (today).

Purchase Intentions during the economic crisis (Today):

You are shopping for a new pair of jeans. Below are two options.

Brand Name	Guess Jeans	Lea jeans
Country of origin	USA	Indonesia
Quality	Good	Good
Color	Dark blue	Dark blue
Style	Relaxed fit	Relaxed fit

Which one would you choose? Please check (☐) the blank to represent your choice.

Guess jeans _____ Lea jeans _____

Why have you chosen this pair of jeans?

You are shopping for a new shirt. Below are two options.

Brand Name	Guess	Lea
Country of origin	USA	Indonesia
Quality	Good	Good
Color	White	White
Style	Golf (polo) shirt	Golf (polo) shirt

Which one would you choose? Please check (☐) the blank to represent your choice.

Guess shirt _____ Lea shirt _____

Why have you chosen this shirt?

___ Thank You ___

Ketika anda membeli baju, seberapa pengaruhkah setiap kriteria berikut ini bagi anda ketika membuat keputusan untuk membeli? Lingkari nomor yang tepat untuk menyatakan jawaban anda.

	Tidak Mempengaruhi	Sedikit Mempengaruhi	Agak Mempengaruhi	Mempengaruhi	Sangat Mempengaruhi
Harga	1	2	3	4	5
Warna	1	2	3	4	5
Jenis Bahan	1	2	3	4	5
Merek	1	2	3	4	5
Nama Toko	1	2	3	4	5
Kemudahan dalam Pemeliharaan	1	2	3	4	5
Negara asal baju di buat	1	2	3	4	5
Pas/kenyamanan	1	2	3	4	5
Gengsi	1	2	3	4	5
Mutu jahitan	1	2	3	4	5
Style/mode					

Dari sumber manakah anda mendapat informasi tentang mode?

Untuk setiap 12 sumber di bawah ini, silahkan melingkari nomor yang tepat untuk menyatakan frekwensi dengan sumber mana anda berdiskusi and mencari keterangan tentang informasi mode.

	Tidak Pernah Digunakan	Jarang Digunakan	Kadang-kadang Digunakan	Lebih sering Digunakan	Paling Sering Digunakan
Orang tua	1	2	3	4	5
Teman sebaya	1	2	3	4	5
Pacar	1	2	3	4	5
Pembawa iklan terkenal	1	2	3	4	5
Tokoh idola	1	2	3	4	5
Pakaian yang terpajang di dalam toko	1	2	3	4	5
Penjaga toko	1	2	3	4	5
Pertunjukkan baju	1	2	3	4	5
Televisi	1	2	3	4	5
Koran	1	2	3	4	5
Majalah model	1	2	3	4	5
Majalah yang lain	1	2	3	4	5

Tolong tulis nama-nama majalah yang anda biasanya baca:

Untuk enam ciri khas dari **Baju berMerek Import (BMI)** di bawah ini, silahkan lingkari nomor yang tepat untuk menyatakan pernyataan anda dalam menilai setiap ciri khas.

	Buruk	Sedang	Lumayan	Baik	Unggul
Nilailah penampilan dari BMI	1	2	3	4	5
Nilailah kegengsian dari BMI	1	2	3	4	5
Nilailah mode dari BMI	1	2	3	4	5
Nilailah daya tahan dari BMI	1	2	3	4	5
Nilailah nilai BMI terhadap uang	1	2	3	4	5
Nilailah daya tersedianya BMI di pusat perbelanjaan	1	2	3	4	5

Jawablah pertanyaan berikut ini sesuai dengan pendapat saudara dalam keinginan untuk membeli suatu merek celana jeans dan kaos, ketika mengalami krisis ekonomi (sekarang ini):

Bayangkan anda sedang membeli sebuah celana jeans baru. Dibawah ini ada dua pilihan.

Merek	Guess Jeans	Lea jeans
Negara asal	USA	Indonesia
Qualitas	baik	baik
Warna	Biru tua	Biru tua
Mode	Pas/santai	Pas/santai

Yang manakah anda pilih? Beri tanda ($\sqrt{\quad}$) di tempat yang tersedia untuk menyatakan pilihan anda.

Guess jeans _____

Lea jeans _____

Mengapa anda memilih jeans tersebut?

Bayangkan diri anda sedang membeli sebuah kaos baru. Dibawah ini ada 2 pilihan.

Merek	Guess	Lea
Negara asal	USA	Indonesia
Qualitas	Baik	Baik
Warna	Putih	Putih
Mode	Kaus Golf (polo)	Kaus Golf (polo)

Yang manakah anda pilih? Beri tanda ($\sqrt{\quad}$) di tempat yang tersedia untuk menyatakan pilihan anda.

Kaus Guess _____

Kaus Lea _____

Mengapa anda memilih kaos tersebut?

Jawablah pertanyaan berikut ini sesuai dengan pendapat saudara dalam keinginan untuk membeli suatu merek celana jeans dan kaos, ketika krisis ekonomi (sekarang ini):

Bayangkan anda sedang membeli sebuah celana jeans baru. Dibawah ini ada dua pilihan.

Merek	Guess Jeans	Lea jeans
Negara asal	USA	Indonesia
Qualitas	baik	baik
Warna	Biru tua	Biru tua
Mode	Pas/santai	Pas/santai

Yang manakah anda pilih? Beri tanda ($\sqrt{\quad}$) di tempat yang tersedia untuk menyatakan pilihan anda.

Guess jeans _____

Lea jeans _____

Mengapa anda memilih jeans tersebut?

Bayangkan diri anda sedang membeli sebuah kaos baru. Dibawah ini ada 2 pilihan.

Merek	Guess	Lea
Negara asal	USA	Indonesia
Qualitas	Baik	Baik
Warna	Putih	Putih
Mode	Kaus Golf (polo)	Kaus Golf (polo)

Yang manakah anda pilih? Beri tanda ($\sqrt{\quad}$) di tempat yang tersedia untuk menyatakan pilihan anda.

Kaus Guess _____

Kaus Lea _____

Mengapa anda memilih kaos tersebut?

_____ **Terima Kasih** _____

APPENDIX B

LETTERS FROM PRINCIPALS OF EACH HIGH SCHOOL

REGINA PACIS HIGH SCHOOL
JL. PALMERAH UTARA 1
JAKARTA BARAT

To:

December 9, 1997

Ms. Susan

727 Wentz Hall

Oklahoma State University

Stillwater, OK 74077

USA

With honor,

Your letter dated on November 26, 1997 has been received by us.

It is necessary for us to inform you about the academic schedule of Regina Pacis high school for the year 1998.

The end of school break for academic year of 1997/1998 for Regina Pacis high school will begin June 20, 1998 through July 19, 1998.

School will start on July 20, 1998 (new academic year).

We are able to give the opportunity to conduct your survey between July 20 and July 25, 1998 in the morning.

Thank you,

Principal of Regina Pacis High School

Dra. Caecilia Kadarjati

SMU. REGINA PACIS
JL. PALMERAH UTARA I
JAKARTA BARAT

Kepada :
Saudari Susan
727 Wents Hall
Oklahoma State University
Stillwater, OK 74077
USA.

9 Desember 1997

Dengan hormat,

Surat Anda tertanggal 26 November 1997 telah kami terima.

Perlu kami beritahukan bahwa jadwal S/MU. Regina Pacis untuk tahun 1998 sebagai berikut ::

S/MU. Regina Pacis pada tanggal 20 Juni 1998 sampai dengan 19 Juli 1998 - liburan akhir tahun pelajaran 1997 / 1998.

Tanggal 20 Juli 1998 masuk Sekolah (tahun pelajaran baru).

Kami dapat memberikan kesempatan untuk survey Anda antara tanggal 20 Juli sampai dengan 25 Juli 1998 pada pagi hari.

Terima kasih.



Kepala S/MU. Regina Pacis,

[Signature]
Dra. Caecilia Kadarjati.



YAYASAN ADIKARA NIAT
SEKOLAH REGINA PACIS
Jl. Palmerah Utara I
Jakarta 11480
Alamat Pos : Tromol Pos 1366
Jakarta 10013



TO : Susan

727 Wents Hall
Oklahoma Sate University
Stillwater, OK 74077
U S A.



**DEPARTMENT OF EDUCATION AND CULTURE
SMU NEGERI 8, JAKARTA
Jalan Taman Bukitduri, Tebet Phone: 8295455
North Jakarta**

Number: 613/To1.4/SMU.08/Q/1998

February 17, 1998

Attachment: -

Case: RESEARCH STUDY

To:

Ms. Susan Amin

40-S University Place #1

Stillwater, OK 74075 USA

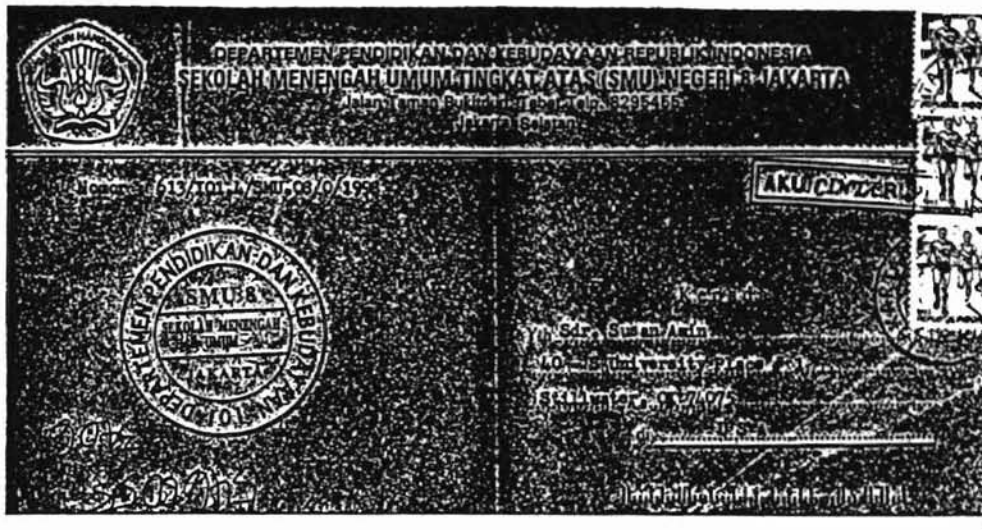
With honor, we want to inform you that your letter dated on January 19, 1998 about your plan to conduct a survey on SMU Negeri 8, Jakarta's students, has been accepted and agreed to by us.

The date provided by us to conduct your survey is between July 27, 1998 and July 31, 1998.

That is the response and answer from us, SMU Negeri 8, Jakarta.

Principal of SMU Negeri 8, Jakarta

Dra. Hj. Elida Agoes



DEPARTEMEN PENDIDIKAN DAN KEBUDAYAAN
SEKOLAH MENENGAH UMUM TINGKAT ATAS (SMU) NEGERI 8 JAKARTA
Jalan Taman Bukitduri, Tebet Telp. 8295455
Jakarta Selatan

Nomor : 613/101.4/SMU.08/0/1998

17 Februari 1998

Lamp : -

Perihal: STUDI PENELITIAN

Kepada

Yth Sdr. Susan Amin
40 - S University Place # 1
Stillwater, OK 74075 USA

Dengan hormat, kami beritahukan kepada Saudara, bahwa surat saudara tertanggal 19 Januari 1998 tentang rencana penelitian bagi siswa di SMU Negeri 8 Jakarta, pada prinsipnya kami dapat menyetujui.

Sedang waktu yang dapat kami sediakan adalah antara tanggal 27 Juli 1998 s.d. 31 Juli 1998

Demikian tanggapan/jawaban kami dari SMU Negeri 8 Jakarta



SMU Negeri 8 Jakarta.

Elida Agoes
130318978

APPENDIX C
IRB APPROVAL FORM

OKLAHOMA STATE UNIVERSITY
INSTITUTIONAL REVIEW BOARD
HUMAN SUBJECTS REVIEW

Date: 06-09-98

IRB #: HE-98-100

Proposal Title: **INDONESIAN METROPOLITAN TEENAGERS' ATTITUDES AND BEHAVIOR
TOWARD IMPORTED BRAND NAME APPAREL**

Principal Investigator(s): Lynne Richards, Susan

Reviewed and Processed as: Expedited with Special Population

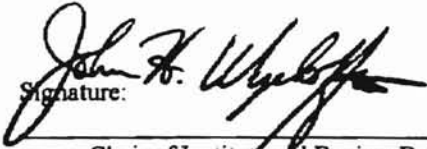
Approval Status Recommended by Reviewer(s): Approved

ALL APPROVALS MAY BE SUBJECT TO REVIEW BY FULL INSTITUTIONAL REVIEW BOARD AT
NEXT MEETING, AS WELL AS ARE SUBJECT TO MONITORING AT ANY TIME DURING THE
APPROVAL PERIOD.

APPROVAL STATUS PERIOD VALID FOR DATA COLLECTION FOR A ONE CALENDAR YEAR
PERIOD AFTER WHICH A CONTINUATION OR RENEWAL REQUEST IS REQUIRED TO BE
SUBMITTED FOR BOARD APPROVAL.

ANY MODIFICATIONS TO APPROVED PROJECT MUST ALSO BE SUBMITTED FOR APPROVAL.

Comments, Modifications/Conditions for Approval or Disapproval are as follows:

Signature: 

Chair of Institutional Review Board

cc: Susan

Date: June 12, 1998

APPENDIX D

MEANS AND STANDARD DEVIATIONS

FOR CLOTHING SELECTION CRITERIA

Variables	N	Mean	SD
Price	235	3.86	0.92
Color	235	4.03	0.86
Fiber Content	235	3.77	0.99
Brand Name	235	2.89	1.15
Store Name	234	1.88	1.06
Ease of Care	234	2.95	1.23
Country of Origin	234	2.22	1.16
Fit/Comfort	235	4.69	0.65
Prestige	235	2.47	1.14
Quality of Construction	235	3.98	1.02
Style	235	4.03	0.92

APPENDIX E

MEANS AND STANDARD DEVIATIONS FOR

FASHION INFORMATION SOURCES

Sources	N	Mean	Standard Deviation
Parents	235	2.80	1.07
Peer	235	3.86	1.02
Boyfriend/Girlfriend	217	2.41	1.33
Famous Endorser	233	1.98	0.91
Role Model	231	2.42	1.06
Indoor Store Display	233	2.93	1.09
Sales Clerk	233	1.55	0.77
Fashion Show	234	2.00	1.04
Television	234	2.99	1.07
Newspaper	234	1.96	0.99
Fashion Magazines	234	3.17	1.35
Other Magazines	234	2.87	1.22

APPENDIX F

FREQUENCY OF READERSHIP EACH MAGAZINE

Name of Magazines	Frequency N=235 ^a
Gadis*	106
Kawanku	90
Hai	72
Aneka	50
Sportif	24
Dolly	18
Seventeen*	14
Tabloid	12
Teen*	10
Gatra	9
Femina*	8
Popular*	8
Other	7
Info Computer	7
Girlfriend*	6
Kartini*	2
Mode*	2
Forum	1
Sarinah*	1
Young and Modern*	1
All About You*	1
Info Business	1

VITA

Susan

Candidate for the Degree of

Master of Science

Thesis: **INDONESIAN METROPOLITAN TEENAGERS' ATTITUDE
AND BEHAVIOR TOWARD IMPORTED BRAND NAME
APPAREL**

Major Field: Design, Housing, and Merchandising

Biographical:

Personal Data: Born in Pontianak, Indonesia, on August 12, 1973,
daughter of Agus and Linda Amin.

Education: Graduated from Tarakanita II High School, Jakarta,
Indonesia, 1993; received Bachelor of Science in Business
Administration, Oklahoma State University, 1996. Completed master of
Science in Design, Housing, and Merchandising, Oklahoma State
University, 1999.

Professional Experience: Graduate Research Assistant, Human
Environment Sciences, Oklahoma State University 1997-1998;
Wentz Hall Judicial Board, 1996-1997.

Professional Affiliations: Kappa Omicron Nu (Human Sciences Honor
Society); Apparel Merchandising and Design Association (AMDA).